



Multidisciplinary UX/UI and product designer with 20+ years of experience across branding, digital products, and web platforms. Proven track record of leading end-to-end design initiatives, building scalable UX systems, and collaborating cross-functionally to deliver high-impact, user-centered solutions. Combines deep design craft with front-end development and emerging AI workflows to translate business goals into intuitive, measurable digital experiences.

DESIGN + STRATEGY

// UX/UI Design // Product Design // Visual Design // Design Systems // Branding // Web & App Design // Packaging & Print Production // User Research // Wireframing // Prototyping // Accessibility(WCAG) // Information Architecture // User Flows

TOOLS, PLATFORMS & LANGUAGES

// Figma // Framer // Adobe CC // Blender // VS Code // Cursor // WordPress // Firebase // SQL // HTML/CSS // Tailwind // Javascript // Typescript // React // Node // Bun

EMERGING TECH

// AI-Assisted Design Workflows // Prompt Engineering // Automation // ML Concepts

Specialties: Product UX • Design Systems • UX Leadership • AI-assisted workflows • Front-end design • Brand-to-product transformation

EXPERIENCE

Founder & Creative Director - Surefire Studios

// April 2020 - Present

- Lead end-to-end UX, product, and brand initiatives across web platforms, SaaS tools, and digital products from concept through launch.
- Designed and shipped scalable websites, product interfaces, and design systems supporting startups, creators, and small businesses.
- Built full UX workflows including research, wireframing, prototyping, UI systems, and front-end implementation.
- Integrated AI-assisted design and automation workflows to increase production speed, ideation, and consistency.
- Directed multi-disciplinary projects, collaborating with developers, marketers, and stakeholders to translate business goals into measurable digital solutions.

Director of Marketing and Promotions - Sterling P.M. (Inc 500)

// December 2019 - March 2020

(COMPANY CLOSED DUE TO THE COVID-19 PANDEMIC.)

- Owned digital marketing and design strategy across web, print, and social platforms.
- Led campaign design, UX improvements, and SEO optimization initiatives.
- Produced high-volume marketing assets while managing vendors and cross-functional teams.
- Supported brand visibility, engagement growth, and lead-generation efforts through integrated design campaigns.

Creative Director & Board Member - DBE, Inc.

// August 2006 - January 2019

- Led creative direction for high-volume print, packaging, advertising, and digital projects.
- Built and maintained brand systems used across multiple product lines and marketing channels.
- Oversaw UX and visual design for websites, campaigns, and packaging initiatives.
- Mentored designers, guided long-term creative strategy, and ensured consistency across large-scale production.
- Influenced brand positioning and product direction as a board member.

EDUCATION

WGU - Master of Business Administration (MBA) - Management Information Technology // Expected 2026

WGU - Bachelor of Science in UX Design

// Completed October 2025

Google (Coursera) - UX Design Professional Certificate

// Completed April 2025

Google (Coursera) - AI Essentials Certificate

// Completed August 2024