



PRESENT
SEPT 2013

SENIOR DIGITAL PRODUCT MANAGER

DESERT FINANCIAL CREDIT UNION

PHOENIX, AZ

Chosen as one of seven by the CEO to lead strategic change and take on the challenge of revamping the onboarding process for the credit union. I've worked directly with Executive Management, Development, and Marketing to make company wide cultural and procedural changes for the benefit of our membership. In the last quarter the changes that I implemented have delivered the same amount of business as two large branches. I have spent my time at Desert Financial viewing our products through the lens of the member to remove any impediments and improve upon our processes and products to ultimately benefit the user.

OCT 2013
APR 2009

USER EXPERIENCE ENGINEER

ACS / XEROX

PHOENIX, AZ

Worked directly with the development team and leadership to create custom user friendly applications in an agile scrum MVC environment. Keeping the user's needs as a priority I was able to greatly increase adoption across the country for our PrePass 360 weigh-station product. The ease of use and mobile implementation reduced the need for user documentation and overhead for the project as whole.

APR 2009
JAN 2008

SENIOR USABILITY WEB DESIGNER

APOLLO GROUP INC.

PHOENIX, AZ

Using proprietary analytic data I was able to work with the marketing team and senior leadership to ideate and implement three full iterations of the Phoenix.edu website. To help further drive public visibility and increase conversion rates I was able to establish drip campaigns based on behavioral data that increased open and click through rates by 15%.

EDUCATION & AWARDS

2004 ● **A.S. DIGITAL DESIGN AND ANIMATION**
HIGH-TECH INSTITUTE - PHOENIX AZ

- 2004 ● Graduated with Honors
- 2003 ● Presidents Award

● **CERTIFICATE OF APPRECIATION**
DESERT FINANCIAL CREDIT UNION

- 2017 ● Online Banking Project
- 2015 ● Online Account Opening Project

TECHNICAL SKILLS

● **FRONT END DEVELOPMENT**

- Visual Studio
- JQuery
- CSS / CSSLESS / SASS

● **CRM SYSTEMS**

- Salesforce
- Microsoft Dynamics

● **ADOBE MASTER SUITE**