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## ABOUT

# Leo values curiosity, collaboration & immersivity.

I am looking for a Senior Product Designer position at a company that values elegant, frictionless, habit-forming and metric-driven end-to-end experiences for users.

**My abilities include** wireframing, prototyping, visual design, user testing, user research, a/b testing and facilitating design sprints.

**Proficient in** Sketch, Adobe XD, Principle, Invision, Axure, Illustrator, Photoshop, InDesign, Craft, Zeplin, Basic HTML & CSS.

**I graduated from** UC Berkeley with a BA in Architecture in 2010 and from Mt. San Jacinto Community College with an AA in Visual Communications in 2008.

## EXPERIENCE

### Macys.com

Senior UX Designer • Dec 2020— Present

- Partnered with product and engineering for Macy's (iOS & Android) & Bloomingdale's iOS app in implementing 2021 overall redesign.

UX Designer • Nov 2019 — Dec 2020

- Lead end-to-end design strategy & implementation of discovery page features in an agile environment

Associate UX Designer • Jan 2019 — Nov 2019

- Lead design strategy & implementation of product page features in an agile environment which drove +\$20M in revenue 2019
- Facilitated design sprints to unite all stakeholders
- Designed solutions to improve the UX and interface for review forms which increased reviews submitted by +1%

### Gap.com

Assistant Art Director • June 2016 — Jan 2019

- Lead designer for Gap Online's Adult Division
- Design lead for Gap X GQ 2016 campaign which garnered 65% CTR on shopping sort & \$44,847 RPD in North America
- Oversaw global digital assets for US, Canada & Japan
- Design lead for concept development for photography
- Received The Blue Box Award (A bonus for individuals who drive business results)

Visual Designer • Nov 2014 — June 2016

- Spearheaded 2016 Spring Denim Campaign which drove "+166% increase in RPD" and "up to +125% to 2015 benchmark"
- Established a design system for marketing banners on browse pages
- Oversaw Women's Division—highest grossing division

Associate Visual Designer • June 2014 — Nov 2014

- Translated marketing objectives into visually compelling designs for e-mails and responsive website

### Drjays.com

Web Designer • Dec 2011 — June 2014

- Designed and coded e-mails and website assets
- Photographed and designed seasonal fashion campaigns