

Sr. Design Technologist

WHY HIRE?

Just a cool individual with an awesome attitude. I am also a **self-taught Product Designer that codes** with more than a decade's worth of web design, branding and product development experience. With an in-depth understanding of the intersection between Design, Code and Art, I currently focus most of my work building Design Systems for enterprise-level software working closely with designers and developers. I am also an active Blockchain and any decentralized autonomous systems enthusiast since 2014.

SR. DESIGN TECHNOLOGIST

Ellie Mae

Aug 2017 - Present

- **Led the initiative and created a themeable Design System** (Style Guide with a Component Library in React) with no business, product or management support by assembling a rouge team of key influential developers and designers.
- **Composed a SASS architecture** consumed by most New Gen products that is also the foundation of our Design System. It allows designers and devs to communicate with a shared language crafted out of Design Tokens, Predictable Scales and advanced SASS Functions and Mixins abolishing ambiguity and inconsistencies.
- **Designed and coded more than 80 prototypes for usability testing** that allowed us to implement design patterns tailored to the needs of our users and clients.
- **Maintain and created a UI Kit in Sketch with themeable smart Symbols that match 1-to-1 to coded components.** This improved inconsistencies in our UI tremendously as well as surfaced problems with our Design Process.
- **Dictated several classes for my coworkers** to enhance their knowledge and usability of things such as Design Systems, Sketch App, Invision, and basic HTML, CSS and JS.
- **Introduced contemporary Design Operations techniques** that allowed my design team to find the right design assets, share and backup designs and stay in sync with the entire team.

SR. PRODUCT DESIGNER & CONSULTANT

OSKRHQ (part-time freelance)
Jun 2009 - Present

- **Designed and developed OSKRHQ.DS; an open-sourced themeable design system for freelancers.** It has an accompanying UI Kit in Sketch. It was also the POC I used to recruit the Design System's team at Ellie Mae.
- **Created a full functioning MVP app called YOLKO in a week sprint,** implementing User-Centered Design techniques and rapid, iterative test-driven development.
- **Worked on more than 100 projects** with clients in various industries on projects ranging from Brand Identity creation to building digital products in code.
- **Published classes about Design and Coding.** Most recently, I published a class on Skillshare teaching technical skills to UX and UI designers.
- **I speak about design and code at different venues** such as General Assembly (ATL), Iron Hack (Miami), UXPA 2017 (Toronto) and other Meetups.

DESIGN TECHNOLOGIST & UI DEVELOPER

Ultimate Software
Mar 2015 - Aug 2017

- **Led the initiative of creating a Design System** for the company by creating a UI Kit with smart Symbols.
- **Implemented a Design Stack** (Sketch, Brand.ai and Invision) that ensured consistency amongst designers. This alone improved inconsistencies in our UI prior to building a Design System.
- **Coded more than 30 highly interactive prototypes for usability testing** working closely with UX Researchers and Designers using technologies such as AngularJS, Firebase, Bootstrap, SASS, etc.

ACCOUNT MANAGER & UX DESIGNER

Brightstar Corporation
2011 - 2014

- Recruited to **manage** key accounts such as Esurance, Verizon, and Sprint, in the e-commerce Device Insurance industry. I was responsible for **driving sales growth through UX Design, and marketing campaign creation.** I also counseled upper Management on vision, direction, account relations and branding.

MARKETING CONSULTANT & UX/UI DESIGNER

All Digital Media Agency
2008-2010

- Recruited to **acquire new clients and design tailored marketing and branding solutions for them.** On the print side, I designed logos, flyers, posters, t-shirts, and menus, among other things. On the digital side, I designed multiple websites including animations for advertising in Flash.

SKILLS

DESIGN: Product Thinking, Interaction Design, User Experience, User Research, Visual Design, Branding, Sketch, Framer, Studio, DSM, Figma, Webflow, Photoshop, Illustrator, Invision, AdobeXD, Flinto, Principle, Procreate, Brand.ai, UI Kits.

CODE: Prototyping, Front-End Development, HTML, CSS, JS - ES6, AngularJS 1.x, ReactJS, Ionic, Gatsby, Styled Components, Firebase, Component Architecture, Git, Webpack, SASS.

SOFT: Sales & Marketing, Creative Direction, Interviewing, Mentoring, Public Speaking, Writing, Culture Building, Cultural Marketing.