



JOB OBJECTIVE

I'm looking for a role where I can broaden my influence, grow the business long term, and build a lasting legacy. My vision is to empower everyone and to transform the web experience, all while planning for business scalability.

PROFESSIONAL SUMMARY

I've lived and worked in Beijing, Los Angeles, the Silicon Valley, and Switzerland. With 10+ years of experience in digital marketing, I'm here to make an impact. Not only am I technical and practiced across multiple skill sets, I understand the global business, allowing me to effectively communicate with anyone.

CAREER

LOGITECH

Manager, User Experience

Lausanne, Switzerland 2020 - present

- Leads a global team of 12+ reports, specializing in customer experience, site strategy, content, and all design
- Responsible for Logitech and the family of brands web experience, which was awarded Forrester's 2021 Best in Class Consumer Electronics Brand for Digital Go-To-Market
- Champions and maintains Logitech's first Design System, enabling teams company wide to understand our process, leverage our web systems, apply data driven learnings, and use tested solutions for complex customer problems
- Works together with new and existing cross-functional teams to build lasting relationships that ensure alignment across initiatives
- Makes data driven decisions through quantitative and qualitative user testing, paired with analytics and consumer insights

Lead Interaction Designer

Lausanne, Switzerland 2018 - 2020

Senior Interaction Designer

Newark, CA, USA 2016 - 2018

- Mentored and coached team members within the Logitech Design team
- Provided expertise and guidance to all teams across the company, including B2B, CX, eTail, and agencies
- Researched industry trends and conducted competitive analyses for delivering the best designs to increase engagement
- Created Logitech's first Web Style Guide, which enabled designers and developers to understand the foundations for our website
- Defined and executed designs for AEM migration, My Account, Login, all new components, page archetypes, and product launches
- Led all strategic efforts for the Logitech G website redesign, which was awarded IHAF's 2019 Gold Winner for B2C Digital Marketing

CISCO

Lead User Experience Designer

San Jose, CA, USA 2014 - 2016

- Managed a group of designers on the Cisco.com Design team and was the main point-of-contact with the Development teams
- Led weekly Design Reviews, held bi-weekly Office Hours for the entire company, and regularly presented concepts to leadership
- Created a new Cisco Web Style Guide, which included a total framework redesign specifically for Cisco users
- Mobile first responsive web redesign approach for Cisco's homepage, product root, cat/subcat/model archetypes, and components

LUNCHBOX

Interaction Designer

Culver City, CA, USA 2011 - 2013

- Managed design contractors for clients such as Walmart, Unilever, Johnson & Johnson, Disney, LucasArts, Mattel, and Sanrio
- Crafted digital experiences that increased brand engagement and revenue
- Presented pitch decks and projects during client calls, agency reviews, and directly to leadership

EDUCATION

University of California Riverside (UCR) | **B.A. in Art Studio**
UCR Extension Center | **Digital Arts and Design Certificate**
UCR Extension Center | **TEFL Certificate**

NN/g | **UX Master Certificate (UX Management and Design)**
UX STRAT | **Masterclass**
The Book Shop | **School for Ads**

TECHNICAL DETAILS

Tools | Figma, Sketch, Adobe CC, Zeplin, InVision, Zeroheight, Hotjar, Userlytics, AEM, Adobe Analytics, JIRA, GitHub, Slack
Skills | Research, IA, strategy, visual/interaction design, prototypes, user tests, HTML/CSS, design ops, lead, manage, coach