

selected experience

RALPH LAUREN

Mar 2020 - Present

DIRECTOR OF PRODUCT DESIGN, GLOBAL (Senior / Lead IC Role)

Product Strategy & End-to-End Design

- Led design across journey optimization, innovation, foundational platform work, the RL App, & connected retail—delivering scalable, human-centered experiences rooted in digital luxury.
- Owned end-to-end design of digital flagship journeys (navigation, search, PLP/PDP, checkout), leveraging research, insights, and performance data to modernize usability, consistency, and brand storytelling, incorporating accessibility best practices and usability standards, and communicating intent through interactive prototyping and clear design rationale.
- Led design of Ralph Lauren's first full-catalog e-commerce app, elevating the mobile experience with native first features and interaction patterns; the app now accounts for 25% of e-commerce demand.
- Partnered with product and engineering to design and validate complex, multi-platform flows spanning across desktop, web, and app, respecting platform-specific interaction patterns, accounting for edge cases and varied journeys while ensuring solutions scaled across a wide assortment of our catalog products and use cases.
- Designed Ralph Lauren's first generative AI Stylist experience, translating high-level strategy into holistic flows and prototypes, partnering cross-functionally to train the AI model, and delivering scalable, brand-aligned, image-rich responses that elevated customer engagement and immersion across discovery and shopping flows.

Design Operations, Systems, & Team Development

- Managed and mentored a team of 7 designers while fostering an inclusive, collaborative, high-performance culture and strong cross-functional partnership
- Led design & strategy for the brand's foundational design system across seasonal, email, and App teams — building components, templates, and a scalable token and variable structure that strengthened consistency and accelerated collaboration between design, product and engineering.
- Championed innovation by introducing new methods, tools, and workflows that enhanced design iteration, experimentation, and cross-team efficiency.

Enterprise Collaboration & Process Transformation

- Served as a key stakeholder in cross-functional transformation efforts, shaping improved workflows and standards that streamlined discovery → design → development → QA/UAT → launch.
- Defined design strategy and partnered with Product, Engineering & Business teams to ensure design scope, dependencies, and user impact informed roadmap planning.

MAC COSMETICS

Nov 2018 - Mar 2020

ASSOCIATE DESIGN DIRECTOR, DIGITAL INNOVATION

- Designed and prototyped new digital product experiences across MAC's web ecosystem, partnering with business and engineering teams to explore concepts that elevated omni-channel shopping.
- Launched MAC's first Digital Looks Finder, integrating tutorials with product discovery to boost engagement, conversion and build brand equity.
- Led UX/UI redesigns for global emails, loyalty programs, and retention communications.
- Owned UX for key shopping funnels (Navigation, PDP, PLP), improving usability and customer flow.

VICTORIA'S SECRET

Jan 2017 - Nov 2018

SENIOR DESIGNER, WEB & DIGITAL

- Crafted compelling digital experiences across large scale marketing campaigns and product launches.
- Maintained core design components and supported designers to ensure consistency.

education

UCLA

UX DESIGN EXTENSION PROGRAM

CSU FULLERTON

BFA GRAPHIC DESIGN (Summa Cum Laude)

skills

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|-----------|-----------------------|-----------------------|-----------------------------|-------------------------|
| Figma | Systems Thinking | Workshop Facilitation | Interaction Design | Human Interface Design |
| Principle | Cross-Platform Design | Usability Testing | Prototyping (High-Fidelity) | Accessibility Standards |