

## EXECUTIVE SUMMARY

Senior UX/UI Designer with 15+ years of experience architecting intuitive, user-focused digital products for enterprise fintech and global B2B SaaS brands. Expert in translating dense business requirements into streamlined workflows and information architecture across Web, Mobile, and TV platforms. Proven track record of partnering with UX Research, Product, and Engineering to deliver high-fidelity logical frameworks that solve complex user problems while leveraging emerging AI tools to optimize design cycles and validate concepts through rapid interactive prototyping.

## PROFESSIONAL EXPERIENCE

**ALLVUE SYSTEMS** *New York, New York* September 2019 – February 2026  
**Lead UX Designer**

- Directed design strategy and mentored junior design staff while architecting a foundational design system to ensure the delivery of high tier user experiences across a complex fintech product suite.
- Deconstructed dense financial requirements for multiple core product modules, translating complex logic into scalable UI solutions that aligned with enterprise business goals.
- Accelerated product delivery by moving directly from requirements to high fidelity design specs for product approval and engineering handoff bypassing wireframes.
- Ensured WCAG color compliance and partnered with Engineering to conceptualize dynamic checkers for customizable interfaces.

**CABLEVISION/ALTICE USA** *Bethpage, New York* September 2011 – September 2019  
**Senior UI Designer**

- Managed the Optimum-branded digital product ecosystem across Web, TV, and Mobile platforms, maintaining design standards for a multi-million user base.
- Authored detailed user flows and performed pixel-perfect visual audits to ensure all live products met published specifications and brand guidelines.
- Supervised visual design contractors to uphold quality control and maintain high-velocity output during major product launches.
- Engineered wireframes and prototypes to bridge the gap between user needs and business goals, securing critical product buy-in from executive stakeholders.

**OXFORD UNIVERSITY PRESS** *New York, New York* September 2007 – September 2011  
**Graphic Designer**

- Executed multi-channel design assets for the marketing team, including digital ads, web banners, and email templates for global promotional campaigns.

**HARRISON LEIFER DIMARCO INC.** *Rockville Centre, New York* August 2006 – September 2007  
**Graphic Designer**

- Designed and updated advertisements and executed layout modifications for a variety of regional and national publications.

## ADDITIONAL EXPERIENCE

**MOMENTUM AT SOUTH BAY** *East Islip, New York* September 2002 – April 2021  
**Support Services & Resident Care**

Maintained a long-term professional commitment to community support and resident well-being within a high-care healthcare environment.

## EDUCATION

**LONG ISLAND UNIVERSITY C.W.POST,**  
*Brookville, New York*

Bachelor of Digital Arts & Design (BFA),  
June 2007

## CORE COMPETENCIES

### UX & DESIGN STRATEGY

- **Collaboration:** Partnering with Product, Engineering, and UX Research to define Design Requirements
- **Architecture:** Information Architecture, End-to-End User Flows, and Wireframing (Figma, Sketch, Adobe XD, Axure).
- **Prototyping:** High-Fidelity Interactive Models for Stakeholder Alignment and Usability Testing. (Figma, Figma Make, Axure)
- **AI Strategy:** AI-Assisted Ideation, Requirement Drafting, and Generative AI Integration (ChatGPT, Gemini, Ross AI).

### UI & VISUAL DESIGN

- **Interface Design:** Design Systems, Responsive Web, Mobile, and TV Platforms
- **Accessibility (WCAG):** Color compliance and collaborative UI component design.
- **Visual Execution:** High Fidelity Comps, Iconography, Typography and Brand Consistency
- **Custom Icon Systems:** SVG to Web Font (IcoMoon)
- **Creative Suite:** Photoshop, Illustrator, and InDesign

### TECHNICAL & IMPLEMENTATION

- **Web Knowledge:** HTML/CSS and Knowledge of jQuery/JavaScript & Basics of Flutter
- **Platforms:** WordPress CMS and Microsoft Office Suite
- **Motion Basics:** Basics of After Effects and Adobe Animate