

Product Design leader with 10+ years of experience building products, leading teams, and shaping product strategy across healthcare, caregiving, insurance, and operational platforms. Trusted partner to founders and executive teams, translate ambiguous business challenges into product vision, strategy, and organizational direction, building design organizations from the ground up, and mentoring high-performing cross-functional teams. Passionate about simplifying complex systems and leveraging AI-enabled workflows to help teams build better products faster.

PROFESSIONAL EXPERIENCE

Director of Product & Operations Advisor Oct 2021 – Present	First > Then, Remote - Lead product strategy, operations, and product design for an NSF-funded digital health startup supporting caregivers of children with ADHD. - Partner with founders and executive leadership to define product vision, strategic roadmaps, organizational priorities, and cross-functional execution. - Help secure NSF grant funding through product strategy, investor storytelling, and product vision. - Built and scaled the product design function, establishing design maturity, scalable design systems, product processes, and collaboration models between product, engineering, and leadership. - Leveraged AI-assisted design workflows to accelerate research synthesis, prototyping, and product exploration. - Manage external design partners while mentoring contributors, setting quality standards, and driving team development across product initiatives. - Advise executive leadership on company growth, product direction, and operational strategy. - Establish the foundation for Product Operations by introducing scalable planning, prioritization, and cross-functional collaboration practices that aligned leadership, product, and engineering.
Director, UX & Creative Jun – Dec 2023	The Connected Pet Company, Remote - Led product design and UX strategy initiatives for Toto, the company’s pet insurance platform, focused on modernizing the customer experience and improving engagement across digital touch points. - Translated a large-scale brand refresh into cohesive product and web experiences, ensuring alignment between brand identity, user experience, and business objectives. - Influenced design and optimized multi-step quote and purchase workflows to simplify decision-making and create more intuitive insurance enrollment experiences. - Established scalable design systems and interaction patterns that improved organizational consistency and accelerated product delivery. - Partnered with executive stakeholders across product, engineering, marketing, and leadership to align strategy, customer experience, and execution. - Led end-to-end product execution from strategic concept development through implementation across web and marketing experiences.
Senior Design Strategist Jan 2022 – 2023	Forge Harmonic, Remote - Led UX strategy and workflow design initiatives for a web-based healthcare platform serving clinicians and operational staff within aesthetic medical practices. - Owned information architecture, workflow design, and product strategy efforts focused on consolidating fragmented legacy systems into a unified operational experience. - Partnered with product leadership to influence product strategy, align stakeholders, and translate complex clinical workflows into scalable platform solutions. - Designed cohesive workflows supporting scheduling, billing, inventory management, and operational processes across merged organizational systems. - Facilitated strategic UX initiatives that improved usability, reduced operational friction, and supported adoption across evolving healthcare workflows.
Co-Founder & Director of Product Designer Jun 2020 – Dec 2021	Moss, Remote - Co-founded a healthcare and wellness-focused product design studio supporting 13 early-stage startups across women’s health, caregiving, and digital wellness experiences. - Built and led a multidisciplinary product design team of five, establishing delivery processes, quality standards, mentorship practices, and client engagement models that enabled the studio to scale across 13 startup clients. - Led product discovery, UX strategy, and concept development initiatives, helping founders translate complex healthcare and operational challenges into scalable digital product experiences. - Defined information architecture, user flows, workflows, and product concepts across multiple 0 → 1 startup engagements. - Partnered with founders and executive stakeholders to shape product vision, MVP strategy, and business direction. - Contributed to investor demos, pitch storytelling, and fundraising initiatives supporting startup growth, pilot launches, and NSF grant-backed opportunities. - Established long-term strategic partnerships with high-growth startups including Gabbi and First > Then, continuing advisory and product design support beyond initial engagements. - Mentored designers into leadership, product management, and senior UX roles while fostering a collaborative, high-performing team culture.

CONSULTING & ADVISORY EXPERIENCE

UX/UI Design
Consultant

Dec 2024 – Jul 2026

Evidation, Remote

- Embedded as the sole product designer within cross-functional healthcare product teams, partnering directly with product, engineering, and executive leadership.
- Led UX strategy for regulated digital health initiatives spanning consent, clinical workflows, and platform improvements.
- Influenced product direction through design systems, workflow optimization, and AI-assisted product exploration.
- Maintain and expand design libraries to strengthen consistency, accelerate design workflows, and support cross-functional product development.
- Collaborate closely with product and engineering stakeholders to deliver cohesive, user-centered experiences across digital health platforms.

Senior Product
Designer &
Researcher

Jan 2020 – Jun 2020

Goodmaker, Remote

- Led UX research and product strategy engagements across enterprise digital products.
- Conducted market research, usability testing, and concept validation to inform product direction.
- Partnered with clients and cross-functional teams to translate research into scalable product decisions.

SPEAKING & THOUGHT LEADERSHIP

Latinxs Who
Design

Sept 2018 – Present

Community Contributor & Platform Support

Contributed to ongoing platform growth, profile management, and community initiatives for a globally recognized directory of Latinx designers launched as a top Product Hunt product.

Adobe Live

Oct 2020

Guest Speaker

Featured guest speaker presenting design systems strategy and workflow processes during a live Adobe design series. You can check out the recorded streams [here](#), [day 1](#) & [day 2](#).

EDUCATION

Rosalind Franklin University
of Medicine and Science

Aug 2011 – May 2015

Pharmacy Studies

SKILLS

Leadership

Design Leadership
Organizational Design
Team Development

Hiring & Coaching
Executive Communication
Cross-functional Leadership

Product Operations
Product Vision
Change Management

Benedictine University

Graduated May 2011

B.Sc. Biology

Product Strategy & UX

Product Strategy
Roadmapping
Systems Thinking

0 → 1 Product Development
Information Architecture
Interaction Design

Workflow Design
Platform Design

TOOLS & PLATFORMS

Figma
Sketch
Adobe CC
UserTesting
Jira

Confluence
Miro
Notion
ChatGPT
Claude

Research & Collaboration

User Research
Usability Testing
Research Synthesis

JTBD (if you use it)
Journey Mapping
Stakeholder Interviews

Workshop Facilitation

LANGUAGES

Spanish (Fluent)
Arabic (Limited Proficiency)
HTML/CSS

AI

Claude
ChatGPT

AI-Assisted Design
Prompt Engineering

Rapid Prototyping
AI Product Exploration

Domain Expertise

Healthcare
Digital Therapeutics
Clinical Workflows
Caregiver Platforms

Women's Health
Insurance
Pet Insurance
Regulated Products

Enterprise Platforms
AI-enabled Healthcare
Operational Systems