

Digital Product Manager with a strong background in UX, UI, and Visual Design

## WORK EXPERIENCE

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**Associate Digital Product Manager** *Activision (Santa Monica, CA)* Jan 2025 - present

- Lead cross-team feature development for projects like Verdansk Replay with a focus on web experience
- Drive roadmap and strategy for franchise websites like callofduty.com and activision.com
- Own vision and delivery of web SSO, and cross-franchise account features
- Lead complex account system integrations across games, web, and cross-functional teams

**Senior UX / UI Designer** *Activision, Demonware (Santa Monica, CA)* June 2021 - Dec 2025

- Supported design and delivery of the Call of Duty stats feature for 3 titles
- Led UX design effort with cross-functional teams to build an internal experimentation platform
- Created the interactive web experience for the Warzone Recruit a Friend promotion

**UX / Visual Designer** *Talaera (NY City, New York)* Jan 2021 - June 2021

- Created visually engaging web and dashboard interfaces, driving a 10.45% increase in user time on page
- Produced custom motion graphics in After Effects to highlight platform features.

**QA (Quality Assurance) Specialist** *Foundry (London, England)* May 2013 - March 2017

- Wrote and executed manual test plans of over 45 test cases
- Documented human centric workflows between Flix and Adobe Photoshop

**Footwear Designer** *ACI International (Los Angeles, CA)* Nov 2005 - June 2012

- Designed & produced licensed, and private label footwear for Target, Payless, Kmart, and Walmart
- Oversaw design teams & development in 2 overseas offices
- Developed interactive product prototypes using Adobe Photoshop, After Effects, and Actionscript

## EDUCATION

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**Bachelor of Science, Interaction Design** *Santa Monica College (Santa Monica, CA)* June 2022

- Graphic Design Associates Degree, 4.0 GPA

## ACADEMIC PROJECTS

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**Spex** *Santa Monica College, Santa Monica, CA* Spring 2021

- Created physical and digital 3D prototype using Fusion 360 for an educational AR spectacle
- Designed spatial interface concept and visualization with Figma, Maya, and After Effects

## AWARDS & CERTIFICATIONS

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**Design Challenge Winner** | *Worldusabilityday.org* • TAB Teachers Assistant Bot Concept Sept 2020 - Nov 2020

**Interaction Design Foundation (IDF) Certifications** Nov 2019 - April 2020

- How to Design for Augmented and Virtual Reality
- Gamification – Creating Addictive User Experiences

## SKILLS

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Figma, Adobe Suite, AI Prompt Engineering, Interactive Prototyping, Wireframing, Design Research, Storyboarding, HTML, CSS