

Senior Product Designer

Simplifying complex products and workflows

Product designer with 12+ years of experience turning complex business needs into clear, usable digital products. Strong across workflow design, high-fidelity UI, prototyping, and developer collaboration—with deep visual-design craft and experience guiding products from ambiguity through delivery.

12+

Years of experience

115+

Clients supported*

52

Websites launched*

35–40

Active accounts/month*

CAPABILITIES

Product Design

UX strategy, user flows, wireframes, prototyping, interaction design

Interface Systems

High-fidelity UI, responsive design, component thinking

Collaboration

Requirements, stakeholder alignment, developer handoff, iteration

PROFESSIONAL EXPERIENCE

Product Designer & Art Director

2/2014 – 9/2026

DigitalParc – Minnetonka, Minnesota

Led end-to-end product and UX design across SaaS platforms, dashboards, portals, mobile experiences, and responsive websites—from early workflows through polished UI and developer handoff.

Partnered directly with leadership, developers, marketers, and clients to define requirements, evaluate tradeoffs, iterate quickly, and move ambiguous ideas toward production.

Supported 115+ clients and 52 website launches during a 15-month reporting period while managing 35–40 active accounts per month.

**March 2025–May 2026 impact snapshot*

Online Marketing Specialist

6/2007 – 2/2014

ADG Promo – Hugo, Minnesota

Designed digital and print experiences for client campaigns, provided art direction on catalog programs, and trained team members on creative tools and production standards.

SELECTED PRODUCTS

Goals.com

SaaS dashboards, reporting, analytics, forecasting, and AI workflows

SignVault

Enterprise sign-management workflows and responsive UI

AdvisorApex

Life-insurance insights and advisor decision-support interface

TOOLS

Figma · Adobe XD · Photoshop · Illustrator
HTML/CSS · GitHub · WordPress · Shopify
ChatGPT · Claude · Cursor

EDUCATION

Bachelor of Fine Arts 9/2001 – 5/2005
College of Visual Arts – St. Paul, Minnesota