

Professional Experience

○ Sr. Digital Product Designer March 2025 - Present

VMD Design Group (Direct-to-Consumer Herbal eCommerce Startup)

Led the end-to-end design and digital product strategy for a new direct-to-consumer (DTC) eCommerce brand, shaping the customer experience from initial concept through launch. Oversaw full-stack UX/UI design, branding, and platform development to deliver a premium, seamless online shopping experience.

- **Directed end-to-end design and launch efforts**
Led the creation of a modern eCommerce platform, delivering a seamless DTC experience from concept through launch.
- **Managed brand visual identity and digital voice**
Established and enforced cohesive brand standards, ensuring consistency across web, admin, and marketing touchpoints.
- **Built and maintained core design systems**
Developed scalable style guides and UI libraries to enable rapid, unified product development across teams.
- **Oversaw creation of brand assets, style guides, and UI libraries**
Supported unified design by building core visual and UI resources used across teams.
- **Collaborated with operations and engineering**
Worked with cross-disciplinary partners to architect admin and inventory management tools for scalable operations.
- **Optimized user experience through data-driven iteration**
Leveraged analytics and customer feedback to refine product flows, boost conversion rates, and drive early brand loyalty.

○ Sr. UX/Product Designer 2022 - 2025

FM Global (Factory Mutual Insurance Co)

A global property insurance and loss prevention engineering company, undergoing a digital transformation to update and enhance digital products for both client-facing and internal users, improving usability and efficiency.

- **Lead design efforts for product team**
Ensuring alignment with goals and user needs.
- **Collaborate with Engineering, Product Managers, and Sr. Executives -**
through the entire end-to-end (E2E) design process.
- **Rapid prototyping**
To validate concepts and iterate quickly based on feedback.
- **Ensure visual and usability consistency across the platform,**
Maintaining high design standards.
- **Evolve and mature designs throughout the E2E process**
To improve user experience and product quality.
- **Deliver high-fidelity visual designs,**
Focusing on pixel-perfect execution and accessibility.

○ Sr. Product Designer/Design Mgr 2021 - 2022

KROW.ai

Enterprise Hiring Platform - offering data driven solutions for workflow automation and mobile app functionality to increase application volume and tracking for medium to large business.

- **Oversee all UI/UX Design and Process**
- **Facilitated Front-End Development Team throughout Design execution**
- **Work across all departments and Sr. level Exec's throughout E2E Design Process**
- **Rapid Prototyping**
- **Discovery**
- **Implement and Mature Design System**
- **Hi-Fidelity Visual Design**

INFO

United States
vmix@vmdezine.com
760-815-0395
[vmdezine.com »](https://vmdezine.com)

SKILLS

- Product Strategy & UX Thinking
- Design Systems & Component Libraries
- High-Fidelity UI Design with UX Focus
- Visual & Interaction Design
- Information Architecture & User Flows
- Wireframing & Prototyping
- Cross-Functional Collaboration

EDUCATION

BSc - Graphic Design
Art Institute of California - San Diego

PROFESSIONAL DEVELOPEMENT & CERTIFICATION

- **UX Leadership Certification**
NN/g (in progress)
- **UX Research & Usability**
Udemy Education

○ **Design Mgr/Sr. Experience Designer** 2016 - 2021

Symphony Talent

Enterprise SaaS platform providing recruitment marketing, CRM solutions, and analytics for medium to large enterprises.

- **Launched platform to market within a year,**
driving the design and strategy behind a successful product release.
- **Led and scaled design team from 1 to 4 members-**
Building a collaborative and efficient design culture.
- **Oversaw design, usability, and interaction across 3 distinct products-**
Ensuring consistency and a seamless user experience.
- **Collaborated closely with engineering, product managers, and senior executives**
To align design with business goals throughout the end-to-end process.
- **Developed wireframes and user flows**
To map product structure and optimize user journeys.
- **Conducted in-depth user research**
To gather insights that informed key design decisions.
- **Created and executed high-fidelity visual designs**
Ensuring pixel-perfect UI and accessibility across platforms.

○ **Lead Product Designer** 2014 - 2016

Devon Energy

- **Collaborate with development teams and product managers to define design requirements**
for enterprise software, ensuring functionality, usability, and a seamless user experience through thorough QA.
- **User Research – Conducted field/site visits and user interviews to gather insights into**
user behaviors, pain points, and needs, informing data-driven design decisions for improved usability and product effectiveness. Wireframing
- **Prototyping – Designed and developed interactive prototypes to visualize workflows,**
validate concepts, and refine user experiences through iterative testing and feedback.
- **High-Fidelity UI Design – Created pixel-perfect, production-ready UI designs**
with detailed interactions, ensuring visual consistency, usability, and alignment with brand guidelines.