

Fiona

Design Technologist, Customer Centrist, Design Systems Evangelist, Data Storyteller, **Creative Architect.**

I am a creative architect. I utilize data and design to craft simple solutions to the problems users face. Data captured from different forms of user testing allows me to see through their eyes. This perspective shapes the experience to align with the user's goals.

My creative abilities are amplified by my unique technical understanding. As a designer, I am not limited to Sketch and Illustrator because I can read and write front-end code. This talent often places me in the position of bridging the gap between design and development. That is the space where I thrive.

As a seasoned designer, I understand that the best products are not results from a one-woman show. Creativity is a team sport and when a design process is inclusive, it widens the range of possibilities. That is how a company can create the best experience for their users.

I would like to be part of crafting your user's experience. It is an exciting time now, and I'm ready to make an impact on your next product release.



Positions

User Experience Designer & Prototyper

2017 - 2018

Cisco, WebEx Teams (Formerly known as Cisco Spark)

- Produced rapid prototype for Webex Teams product cycle
- Developed tools which gave designers super powers to bridge the communication gaps
- Defined and created elements for the design system
- Enhanced the prototype process allowing design to test early and often

UX Designer

2016 - 2017

Avnet Inc.

- Designed and tested engaging B2B customer experiences
- Led a start-to-finish effort of re-designing the top of the funnel experience
- Facilitated an internal CMS and trained employees in its use

Digital Experience Designer

2013 - 2016

Maxim Integrated Products

- Executed company website re-design project
- Created and documented CMS design patterns



Education

Masters of Science, Human Factors & Ergonomics

2016

San Jose State University

Masters of Arts, Multimedia

2009

California State University

Bachlors of Science, Elementary Education

2005

National Taichung University of Education



Accolades

Individual Silver Star Achievement

2014

Maxim Integrated

Outstanding Achievement in Web Development

2012

Web Marketing Association

Simply Smarter Award

2012

Intersil

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