

Designer, developer, customer advocate, and web generalist with 8+ years working on small teams to build highly usable software. Most recently the sole designer across a five-product K–12 transportation suite used by ~100 U.S. school districts.

Tools & Technologies

- Video & Screencasting — Camtasia, Screen Studio, Final Cut Pro, OBS
- Design & Prototyping — Figma & Dev Mode handoff, Framer, Rive
- Front-End — HTML, CSS, JavaScript, TypeScript, React, Web Components
- Mapping — MapLibre GL JS, QGIS, Stadia Maps, GeoJSON
- Back-End — PHP, Laravel, C#, Kotlin, Jetpack Compose
- AI & Rapid Prototyping — Claude Code, VO, Paper.design, Image Gen
- Dev Tooling — Node.js, Git

Experience

Product Designer, SMART tag

2022 – Feb 2026

- ◆ Sole designer for a connected suite of 5 K–12 transportation products, keeping routing, live operations, dismissal, parent communication, and driver workflows coherent as they shipped in parallel.
- ◆ Built a design system from scratch in Figma and shipped it to production, authoring the components in HTML, CSS, JavaScript, and React across all five products. It sped up delivery and held consistency at scale.
- ◆ Turned operational complexity into clear interfaces for dispatchers, drivers, parents, and administrators, partnering with product and engineering to move work from ambiguity to alignment.
- ◆ Prototyped in real code to explore interaction detail, motion, and complex UI behavior at production fidelity.

UI / UX Designer, SMART tag

2021 – 2022

- ◆ Designed and shipped front-end experiences across five products at once, contributing production code alongside the design work.
- ◆ Designed the driver-side companion to the Dispatcher Route Coverage Tool: a native Android app (Kotlin, Jetpack Compose) that pushed route assignments to driver tablets in real time, replacing fleet-wide radio broadcasts and cutting radio traffic across the operation.
- ◆ Initiated, designed, and built a living driver training platform on static React.js screens, architecting the CMS, data flow, and content structure so teammates could own it long term.

★ Customer Success Manager, SMART tag

2017 – 2021

- ◆ Personally onboarded 40–50 school districts nationwide, building the operational knowledge of K–12 transportation that grounded every product decision I later made.
- ◆ Worked as an embedded UX researcher, running on-site observational studies, customer calls, and questionnaires daily, then turning the findings into recommendations that shaped early product direction.
- ◆ Built a driver training platform combining video and interactive tutorials, used to train thousands of bus drivers nationwide.
- ◆ Led in-person training sessions with drivers, district leadership, and other users.
- ◆ Represented the company at industry trade shows and school town-hall events.
- ◆ Worked with product and engineering to turn recurring support patterns into feature requests, shaping the roadmap from frontline customer insight.

Freelance Web & Graphic Designer, Styles & Procedures

2014 – 2017

- ◆ Founded and ran a boutique web studio delivering strategy, design, and front-end development for hospitality clients.
- ◆ Shipped client projects within 4–6 week cycles across WordPress and responsive HTML/CSS.

Education

Texas State University, B.B.A., Business Administration

2006 – 2010