
SUMMARY

Design leader specializing in 0-to-1 product design across complex, multi-stakeholder systems — connecting customers, service providers, and internal teams throughout a full service journey. Stays personally invested in the work itself, not just its direction, while mentoring and growing the designers on the team and setting the standards they build on daily. Partners closely with product, engineering, and business stakeholders to turn ambiguous problems into tools people trust.

EXPERIENCE

Lead Product Designer PRESENT

Aug 2024 — Present

Lowe's Companies Inc. • Specialty Selling • Charlotte, NC

- Led design for the Lead Management System (LMS), enabling in-store and virtual associates, third-party service providers, and specialized field staff to capture, manage, and progress customer requests — spanning intake through completion across a multi-step service journey. Piloted across 31 stores in 9 months, then scaled to a national release 4 months later.
- In 2026 YTD, LMS has processed nearly 75K leads system-wide, with 26.4K converted to a sale (35% lead-to-sale conversion) and 100% adoption across all 1,744 stores.
- Extended intake to third-party service partners for in-home visits, scaling to 200 provider crews and generating \$1M in completed service revenue.
- Designed Design Hub, a collaborative portal for customers and internal teams to review project deliverables and provide feedback post-appointment — integrated across the customer-facing website, an internal case management tool, and the intake system.
- Piloted Design Hub across 4 locations, generating a \$27K first conversion by building customer confidence immediately following the initial deliverable review.
- Manages, mentors, and develops a team of 5 designers across levels — owning growth conversations, work quality, and day-to-day direction, while partnering closely with Product and Engineering as a trusted strategic partner to the business.
- Runs design operations for the team — workload management, critique structure, Figma skill clinics, and sprint-to-sprint delivery ceremonies — and establishes the component library, file organization, and design-system standards the team builds on daily.
- Champions AI adoption within the team's day-to-day workflow, integrating AI-assisted design and prototyping practices across projects.

Sr. Product Designer — Engage

May 2022 — Aug 2024

Lowe's Companies Inc. • Charlotte, NC

- Took on a design leadership role within the Engage team, driving Figma adoption and championing new design ideas across the group.
- Defined the design parameters for the Engage team's transition from Backyard v2 to Backyard v3, including new supported grid sizes, updated components, and refined typography.
- Drove research and concepting for the Personalization team, developing homepage features to increase engagement.
- Led design for new Lowe's brand concepts, including the Lowe's Luxury Brand — shaping homepage and PDP explorations for a premium product line with a distinct user experience.
- Ran workshops on Figma tool updates, cross-organizational collaboration, and design system solutions for Backyard and Blueprint.
- Led redesign efforts to improve accessibility and consumption of inspirational content and how-to guides, positioning Lowe's as an industry expert.

Product Designer — Engage

Lowe's Companies Inc. · Charlotte, NC

Sep 2019 — May 2022

- Redesigned the Lowes.com homepage to improve engagement and functionality by optimizing available space and introducing personalized features.
- Designed a homepage personalization zone giving authenticated users direct access to order status and previously viewed items, while driving guest sign-ups through a more personalized experience.
- Built a library of customizable Tesla components for homepage authors, enabling self-serve structure changes to the Lowes.com homepage.
- Led the modernization and transition of the masthead from the Scaffold design system to the newer Backyard design system.

Senior Digital Designer

Positec · Charlotte, NC

Apr 2016 — Sep 2019

- Led design of custom PDP pages for premium products and rolled out a standardized template for product listings on Worx.com.
- Set the visual design standard for the brand and directed a team of designers to maintain a consistent, recognizable identity.
- Trained the design team in KeyShot (3D rendering) and Adobe XD.
- Directed art direction and logistics for annual catalog photoshoots and tier-1 email marketing campaigns.
- Designed and coordinated production of in-store signage and product packaging.

Graphic Designer II

PreGel America · Charlotte, NC

Nov 2012 — Apr 2016

- Designed marketing collateral and graphics for corporate trade shows.
- Led concepting and production of product catalogs and seasonal recipe books using PreGel's product line and in-house chefs.
- Managed local and international printer vendor relationships to produce PreGel catalogs localized in Spanish and other languages.

SKILLS & TOOLS

SKILLS

Design Leadership

Team Management & Mentorship

0 → 1 Product Design

Visual Design Systems

Cross-functional Collaboration

Systems Thinking

Interactive Design

Art Direction

Wireframing

Prototyping

AI-Assisted Prototyping

Multiplatform Design

Mobile-First Design

App Design

Usability Testing

TOOLS

Figma

Figma Make

Confluence

Adobe Creative Suite

EDUCATION

The Art Institute of Charlotte

Bachelor of Arts in Graphic Design

Aug 2009 — Jun 2012

REFERENCES

Available upon request.