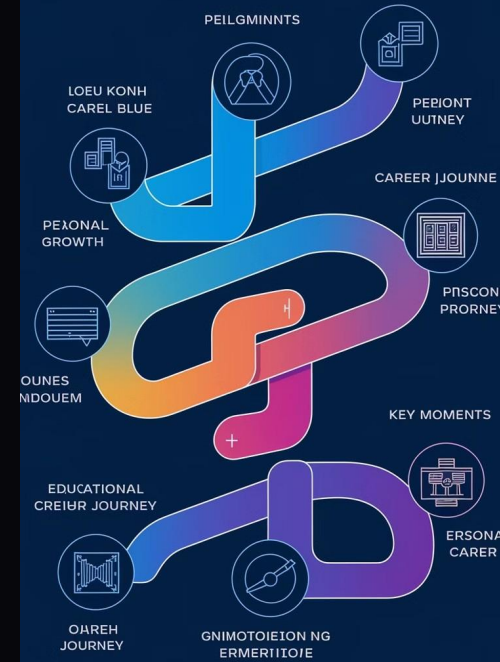# Education & Career Milestones

1 — Education
Completed Bachelor's degree in Psychology
Master's Degree Interdisciplinary

2 — Early Career

First professional role at Tekzenit

3 — Mid-Career Growth

Principle Design Researcher at Capital One

4 — Current Role
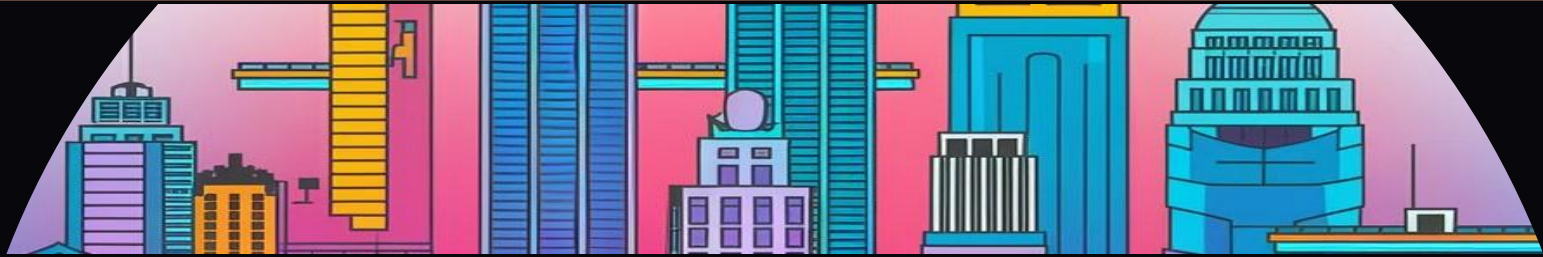
Sr. Experience Researcher at Ascension

1

Home & Family

Family Life

Balancing a rewarding career with a fulfilling family life has been a key priority. My family provides support and inspiration for my professional endeavors.

Work-Life Integration

I strive to integrate my work and personal life in a way that allows me to excel in both areas, drawing insights from each to enrich the other.

Cross Industry Experience

Telecom

Experience in B2B and B2C e-commerce and telecom management research

Finance

Expertise in financial services and data analytics specified in the Auto Finance Industry

Healthcare

Current focus on healthcare technology and patient experience using web and mobile applications to improve overall population health

High Level Highlights: Tekzenit

1 **Customer Validation**
Supported AT&T and our designers by validating designs with customers

2 **Usability Lab**
Co-designed the usability lab

3 **Focus on Success**
Learned how to focus on ensuring success; which is not always successful.

4 **Research Value**
Had my first encounter with the value research can bring to an organization and careers. Monotype, who also returned to us a client.

4

High Level Highlights: Capital One

Workshop Facilitation

Facilitated multiple workshops where my trained product managers, designers, and even engineers, rapidly iterated their created paper prototypes in a co-participation-co-creation session.

Archetype Typing Tool

Developed an archetype typing tool through qualitative and quantitative methods to better target our car-buyers' needs; in partnership with the marketing team. This got us some organizational recognition.

Research Training

Lead and co-lead research training programs for the organization in order to increase the democratization of research.

Product Research

Generated and validated multiple designs, prototypes, and in market products for Autonavigator.

High Level Highlights: Ascension

1 — **Patient-Centric Research**
Conducted extensive user research to improve patient experience across Ascension's digital platforms

2 — **Digital Transformation**
Led key initiatives in Ascension's digital transformation efforts, focusing on user-friendly interfaces for patients and healthcare providers

3 — **Data-Driven Design**
Implemented data-driven design processes to optimize healthcare delivery and patient outcomes

4 — **Cross-Functional Leadership**
Collaborated with diverse teams including clinicians, IT, and administration to drive innovation in healthcare technology