



Summary

Lead UX Designer with 12+ years leading complex, high-visibility digital experiences from strategy through launch. Known for bringing curiosity, clarity, and collaboration to complex problems, building trusted partnerships, staying close to the work, and helping designers grow while delivering high-impact experiences at enterprise scale.

Experience

Southwest Airlines

Lead UX Designer

Digital Experience. Dallas, TX. October 2025 - Present.

- Lead UX strategy for enterprise transformation, including assigned seating, the Starlink inflight connectivity portal, day of travel enhancements, the premium Southwest® Icon Lounge digital experience, and additional customer loyalty updates supporting the refreshed Southwest® Rapid Rewards experience planned for 2027.
- Lead design and design strategy as a player-coach, remaining hands-on while coaching designers and guiding complex work across a team of 12+ designers.
- Delivered smooth enterprise launches with zero critical defects across the assigned seating digital transformation, ensuring a high-quality customer rollout for the post-booking digital experience, kiosk, and digital seat merchandising.
- Improved delivery cycle time with the launch of the Starlink inflight connectivity portal by introducing new ways of working and an iterative design-and-delivery process with cross-functional partners.
- Continuing to evolve the digital day of travel experience using customer and operational feedback to guide strategy and improvements, maintaining positive customer sentiment across digital day of travel feedback channels.
- Lead UX forums and design governance, including UX Study Hall, Design Review, and Design Steering group, strengthening quality, consistency, shared practices, and designer growth.
- Advance discovery and cross-functional alignment through customer-centered problem framing, repeatable design process & documentation, constructive critique, and partnership across Design, Product, Technology, Customer Experience, and business teams.

Senior UX Designer (Day of Travel)

Digital Experience. Dallas, TX. March 2022 - October 2025.

- Shaped Southwest's day-of-travel experience, helping launch a redesigned app experience that centralized relevant flight information and self-service capabilities from post-booking through arrival.
- Led UX for an end-to-end baggage experience, enabling customers to check, track, and report missing bags across native apps and web while supporting efforts to restore customer trust following Winter Storm Elliott.
- Connected field insights to product strategy through station visits and customer and employee research, aligning operational realities with customer needs and business goals.
- Advanced design maturity and design system adoption, providing thought leadership and design guidance across customer-facing native app and web experiences.

UX Designer (Booking, Revenue Initiatives)

Marketing. Dallas, TX. April 2018 - March 2022.

- Led products from strategy through launch, including the multi-year Wanna Get Away Plus initiative, COVID-19 travel experiences, and fare-product merchandising.
- Generated multimillion-dollar revenue impact through design-led initiatives including the Digital Upgraded Boarding launch and Booking enhancements.
- Improved digital performance and customer experience, contributing to reduced exit rates, increased traffic and revenue, and improved customer sentiment.
- Led design sprints and applied qualitative and quantitative research to align stakeholders, identify opportunities, and inform accessible customer experiences.

Availability

User Interface Designer

Richardson, TX. April 2015 - April 2018.

Sole designer in the Richardson office supporting healthcare technology designed to reduce administrative complexity for providers. Led UX/UI design, research, workshops, accessibility practices, and development support to translate research insights into actionable design recommendations.

AT&T (through Tekzenit)

UX Designer

Dallas, TX. June 2014 - April 2015.

Designed digital experiences as part of a consulting engagement supporting AT&T.

Core Expertise

Leadership & Strategy

- UX strategy & vision
- Design leadership & mentorship
- Enterprise initiative leadership
- Cross-functional leadership
- Stakeholder alignment
- Design operations

Product & Research

- End-to-end product design
- Product discovery
- User research & usability testing
- Data-informed design
- Design systems
- Accessibility & inclusive design
- Native app & responsive web design for e-commerce
- AI-assisted design & prototyping

Business & Delivery

- Product outcomes & business alignment
- Experience metrics
- Agile & iterative delivery

Certifications

- Scaled Agile, Inc. - SAFe 5.0 Certified Product Manager
- Nielsen Norman Group - UX Certification
- SiteImprove - Accessibility for Web Developers
- University of Virginia/Coursera Design Thinking for Innovation

Leadership & Community

- Southwest Airlines Companywide Culture Ambassador, 2025–2026.
- Southwest Airlines Digital Culture Lead, 2024.
- Dallas GiveCamp — UX Designer, Volunteer benefitting local 501(c)(3) organizations, 2017–2020.

Education

Savannah College of Art & Design (SCAD)

Savannah, GA. B.F.A. in Graphic Design, May 2014. G.P.A. 3.92, Dean's List Honors, Summa Cum Laude. Received SCAD Academic and Artistic Honors Scholarships.