

Education

San Francisco State University
Bachelor of Science
Visual Communication & Design

Bay Area Video Coalition
Bridges Fellowship
Digital Media

Diablo Valley College
Sound Design & Media Experience
Audio Engineering

Certificates

IDEO – Cultivating Creative Collaboration
IDEO – Creative Superpowers
Skillshare – Mastering Figma UI/UX

Skills

Brand Identity

Design Systems

Web Design

Art Direction

Product Design

Prototyping

Component Libraries

UI/UX

Visual Design

User Experience

Interaction Design

Events

Editorial

Brand Campaigns

Motion Design

Tools

Figma · Adobe Suite · Claude · Cursor
Webflow · Midjourney · Framer · Spline

Experience

BlinkRx · Lead Brand Designer
2026 – Current

- Building scalable web design systems, UI component, and digital brand standards
- Evolving visual identity systems across color, typography, iconography, illustration
- Designing brand guidelines, social media campaigns, events and print collateral, sales materials, and corporate communications

Gratas Design · Visual Product Designer
2014 – Current · Freelance

Past Clients: PayPal, Huge, Danny Glover, KQED, SafeTraces, Skoll Foundation, NextGen, Oakland Impact Hub, Mills College, Gameheads, Panoramic Interests.

PayPal · Senior Web Experience Designer
2026 – 2026 · Contract

- Led future-state design explorations for PayPal.com, shaping next-generation web experiences through high-fidelity interactive prototypes, evolving brand identity systems, and scalable UI component libraries

Earnest · Lead Visual Designer
2022 – 2023 · Lending Fintech

- Led end-to-end brand transformation in partnership with executive leadership, redefining Earnest’s visual identity, digital presence, and market positioning
- Re-architected the web experience and information hierarchy to improve clarity, engagement, and conversion across product and marketing surfaces
- Established a scalable design system and collaboration framework, accelerating execution across product, marketing, and engineering.

Ripple · Senior Visual Designer
2019 – 2022 · Blockchain Fintech

- Spearheaded Ripple’s global rebrand, redefining brand foundations including strategy, architecture, typography, motion systems, and digital standards in collaboration with brand, product, and engineering leadership
- Led brand identity and web experience for XRP Ledger (XRPL), including full redesign of XRPL.org and ecosystem visual system
- Led design across global marketing campaigns, interactive web experiences, annual reports, brand standards platform, and flagship initiatives including Apex Developer Summit and Ripple Swell