

EXPERIENCE

MobyPlus & Glassjar | Principal Product Designer (Contract, 2025–Present)

MobyPlus – Led the end-to-end design vision for a K–5 literacy platform, developing research-driven UX strategies that improved engagement for teachers and students. Built scalable design frameworks, prototypes, and a unified design system to ensure consistency and support literacy growth across multiple learning modules.

Glassjar – Designed intuitive financial tools that simplified complex accounting workflows for small business owners. Delivered user flows, dashboards, and prototypes that enhanced usability and onboarding. Established a scalable design system and partnered with product leads and engineers to improve delivery speed and UI consistency.

Aplos | UX Director (2019–2025)

Led the Product Design team, overseeing user research, experience strategy, and visual design across multiple software products. Developed scalable processes to address customer pain points and improve overall usability and engagement. Built and managed a robust design system, partnering with developers, product managers, and team leads to maintain consistency in tokens, components, and design standards. Established a strong visual ethos that unified the product experience and strengthened brand trust.

Bitwise Industries – Shift3 Technologies | Principal Product Designer (2019)

Built and led a multidisciplinary design team of user researchers, experience designers, and visual designers. Introduced an agile design process that fostered collaboration between design and development. Designed multiple startup software products using a human-centered approach, ensuring solutions were intuitive, accessible, and aligned with business goals.

FocusVision | Principal Product Designer (2014–2019)

Developed high-fidelity prototypes and UI deliverables—wireframes, flowcharts, screen mockups—while conducting usability testing to validate design solutions. Created and maintained a comprehensive Design System and Style Guide to ensure consistency across three product lines. Collaborated with researchers, product managers, engineers, and QA teams in an Agile environment to deliver cohesive, user-centered products.

Five Creative Group | Web & Print Designer (2012–2014)

Led web and print design projects, translating client goals into engaging digital and visual experiences.

Jeffrey Scott Agency | Web & Print Designer (2010–2012)

Designed and produced web and print materials for multiple brands. Collaborated with creative teams to deliver high-impact visuals across marketing and advertising campaigns.

Emerge Design | Founder / Creative Director (2008–2010)

Founded and managed a design studio providing branding, web, and marketing design services for local businesses. Oversaw all creative direction, client relations, and production.

Yang Design | Graphic Designer (2005–2007)

Produced marketing and branding materials as part of a design team, progressing to senior designer through quality and consistency in visual output.

EDUCATION

California State University, Fresno
Bachelor of Arts in Graphic Design

SKILLS

Design: Figma · Miro · Photoshop · Illustrator
Code: HTML · CSS
Process: UX Research · Prototyping · Design Systems · Agile Collaboration
Creative: Photography · Videography · Creative Direction

REFERENCES

Michael Hill — UX Design Director, Salesforce | 907.341.9011
Karen Chiang — President, Caimber / MobyPlus | 925.818.1909 | karen@caimber.com