

## Design Enablement Lead · Design Systems & Technology Translation

Design leader bridging creative teams and emerging technology. **15+ years across fintech, SaaS, and agency environments.** Currently driving design enablement at Intuit, partnering with engineering, product, and marketing teams to scale design systems and bring AI-powered workflows into everyday creative practice.

### / experience

#### Design Enablement Lead, Lifecycle Creative

AUG 2025 – PRESENT

INTUIT · Remote

- Lead design enablement for Lifecycle Marketing, providing creative oversight for email campaigns across **Intuit, QuickBooks, and Mailchimp**
- Drive the **One Intuit Brand Email Redesign Project**, unifying email infrastructure across three brands through a scalable component library, owning strategy briefs, staffing, four-phase execution planning, and stakeholder alignment
- Partner with cross-functional teams as **scope lead for AI adoption**, supporting integration of an AI-powered email builder that enables non-designer teams to produce on-brand communications at scale, and contributing to migration of a legacy email library into unified infrastructure
- Author and maintain the cross-functional **IPD playbook**, resolving a documentation gap that had been hindering revenue and restoring alignment across teams
- Supported lifecycle strategy delivering **71% YoY growth** on QB Advanced upgrade conversions, exceeding a +40% target for the first time

#### Associate Design Director, Lifecycle Creative

JAN 2022 – AUG 2025

INTUIT MAILCHIMP · Remote

- Led end-to-end customer communications design for Intuit's **Global Business Solutions Group**, a lifecycle program that grew incremental revenue from **\$2M to \$24M+** year over year
- Directed design staff across lifecycle campaigns, pairing data-driven insight with creative strategy to acquire, educate, and retain customers, including the launch of SMS as a net-new channel
- Led the **IPD playbook initiative end to end**, from establishing the external agency relationship through cross-functional proposal, execution, and implementation with engineering, product, and lifecycle teams
- Modeled the team's workflows and SOPs as the org scaled from a **team of 5 to 33+**, establishing the operational foundation for a growing creative practice
- Early adopter of change: led the **only team in the department operating solely in Figma**, modeling the transition for the wider org

*Promoted from Senior Designer to Associate Design Director within 20 months (2022–2023)*

#### Senior Art Director

NOV 2019 – JAN 2022

CAPITAL ONE · Remote

- Led research-driven, consumer-first creative for Consumer Bank acquisition campaigns; flagship campaign produced **\$1.84B in external funding**, ~76% of total gross deposits (~\$2.4B) in 2020

### / earlier

**Freelance Senior Design Professional** 2009–2019 · **Social Media Director**, King Tide Creative 2014–2017

### / skills

#### Design Systems & Enablement

Component libraries · Design documentation & playbooks · Cross-functional workflow design · Creative oversight & QA · Figma

#### AI & Technology

AI-powered design tooling · Emerging tech evaluation & adoption · Martech translation · Design-to-engineering handoff

#### Leadership

Stakeholder alignment · Team mentorship & staffing · Strategy briefs · Cross-brand collaboration

### / recognition

#### MailCHAMP: Community Champion

INTUIT MAILCHIMP · 2024

For community-building through mentorship and volunteering

#### Freddie Creative Excellence Award

INTUIT MAILCHIMP · 2023

For team leadership advocating data-based decision-making

#### Circle of Excellence Nominee

CAPITAL ONE · 2021

Hispanic Heritage Month immersive experience, 20+ volunteers

### / education

#### MFA, Media Design

Full Sail University

ADVANCED ACHIEVEMENT AWARD

#### BFA, Packaging Design

Fashion Institute of Technology

#### AAS, Visual Display & Exhibition Design

Fashion Institute of Technology

### / development

#### Figma Advanced & Figma Bootcamp

Noble Desktop, certified 2026

#### Config (Figma) · Movable Ink Summit

Conference attendee