

Mujo Music

EXPERIENCE

Hy-Vee, Inc. - Lead Product Designer

July 2023 – Present | Des Moines, Iowa (Hybrid)

- Spearheaded the design strategy for customer-facing platforms, including the Hy-Vee website and mobile app, enhancing the digital shopping experience for millions of users.
- Architected an optimized checkout flow for the mobile app, contributing to a 15% increase in conversion rates within three months post-launch.
- Conceptualized and delivered personalized shopping tools, including 'My Usuals,' improving repeat order efficiency by 20%.
- Directed usability studies and implemented actionable insights, resulting in a 20% reduction in support inquiries related to account and payment features.

ThreeFlow - Senior Product Designer

August 2021 – July 2023 | Des Moines, Iowa (Remote)

- Strategically refined and maintained a comprehensive design system, streamlining cross-functional collaboration and minimizing redundancies.
- Partnered with product teams to translate complex user needs into actionable design solutions, accelerating feature rollouts and boosting adoption rates.
- Developed high-fidelity prototypes that bridged the gap between conceptualization and development, enabling more efficient delivery of innovative features.

Growers Edge - Product Designer

April 2019 – August 2021 | Johnston, Iowa

- Designed end-to-end user experiences for internal and consumer-facing platforms, including the Lending Platform, driving a 15% increase in loan application submissions.
- Partnered with cross-disciplinary teams to align product designs with strategic business objectives and user expectations.
- Leveraged iterative design processes to deliver robust solutions that addressed evolving user needs and industry trends.
- Enhanced mobile responsiveness across platforms, improving accessibility and increasing engagement by 18%.

CONTACT

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EDUCATION

Wester Governors University
B.S. Information Technology
July 2024 - 2025
Interaction Design Foundation
Design Fundamentals August
2019 - August 2020
Des Moines Community College
A.A.S. Information Technology
August 2016 - May 2018

SKILLS

Design

User Research, Usability Testing, Interaction Design, Visual Design, Journey Mapping, Information Architecture, Persona Development, Storyboarding, Wireframing, Prototyping, Scalable Design Systems, Agile Scrum Methodologies, Responsive Design

Tools

Sketch, Marvel, Figma, FigJam, Adobe XD, Axure, Principle, Invision, Hotjar, Adobe Creative Suite, Sprig, Zeplin, LogRocket, Miro, Flowmap

Development

HTML, CSS, SASS, Bootstrap, GIT, Javascript

The Printer, Inc - Digital Designer

March 2018 - April 2019 / Des Moines, Iowa

- Revitalized legacy interfaces to align with modern usability standards, significantly improving client satisfaction and engagement.
- Produced high-fidelity design assets and interactive prototypes, facilitating seamless collaboration with development teams.
- Utilized front-end technologies to deliver static designs, accelerating project timelines and ensuring accuracy in implementation.

Happy Medium - Web Design & Development Intern

May 2017 – August 2017 | Des Moines, Iowa

- Assisted in updating client websites to improve functionality and align with branding strategies.
- Contributed to the implementation of new features, elevating overall website usability and functionality.