

// CORE COMPETENCIES

SYSTEMS	Information Architecture · Design Systems · Component-Based Design · Modular UI · Headless CMS · Content Strategy · IA Workshop Facilitation
PRODUCT	0-1 Product Design · UX Strategy · Product Ownership · Agile/Scrum · Stakeholder Management · Roadmap Planning
CRAFT	Interaction Design · Visual Design · Mobile-First · Responsive · Prototyping · Wireframing · ADA/Accessibility
STACK	Figma · Salesforce Commerce Cloud · Shopify · Contentful · Jira · iOS · B2B · B2C · E-commerce · Claude · Prompt Engineering
LEADERSHIP	Team Lead · Mentorship · Creative Direction · Client-Facing Lead

// PROFESSIONAL EXPERIENCE

COMPANY	ROLE	DATES	FOCUS / CLIENT	KEY CONTRIBUTIONS
Wolfgang & Co.	Founder	Current	Freelance / R&D	Design/develop self-directed portfolio
Phenom	UX Strategist	02/2025-05/2025	Corporate web presence	Owned content strategy, product roadmap, and 3rd-party integrations end-to-end; built live event infra; operated across Marketing/Sales/Product, mapping unmapped operational silos. Contentful, Jira.
Publicis Sapient	Senior UX Designer	04/2022-03/2023	BNY Mellon digital transformation	Interim Product Owner + primary client liaison; architected user data models/flows across 3 Agile tracks; centralized a sprawling product ecosystem into one modular, scalable design system.
Code & Theory	Senior Interaction Designer	08/2021-04/2022	TikTok For Business	Led UX/interaction design; ran IA + headless CMS workshops; progressed Senior Designer → ACD → Directly Responsible Individual on a fast-growing ad platform.
Elva Design Group	Senior UX Designer	04/2021-08/2021	GNC Shopify redesign	Owned discovery through delivery; mobile-first, component-based, shipped in 12 weeks; strategy and execution in the same hands.
HUGE Inc.	Senior UX Designer	03/2021-04/2021	Sentral Lifestyle Apartments	Defined end-to-end UX and booking flow; brand activation strategy, competitive analysis, critical flows under constrained timelines.
PFSweb LiveArea	Manager, UX	01/2020-02/2021	SFCC builds, B2C/B2B	Managed full-spectrum Salesforce Commerce Cloud builds; ran UX strategy/design across project lifecycles – conversion, post-sale re-engagement, platform-scale design systems.
FlightPath	Senior UX Designer	08/2018-01/2020	Merck, Goya, Charter	Managed full-spectrum B2C/B2B builds in Pharma and E-commerce; ran UX strategy and design across complete project lifecycles.
Workarea	Senior UX Designer	07/2017-09/2018	Proprietary SaaS e-commerce platform	Shaped platform via direct client relationships and data-informed iteration; worked sketch-to-shipped with engineers over mockup theater.
03 World	UX Designer	07/2016-06/2017	FinTech / iOS, Fishtown	Lean UX: whiteboards, wireframes, sprint cycles, shipped. Certified Scrum Master.
One Sixty Over Ninety	Interaction Designer	09/2014-07/2016	Comcast, Kent State, Philadelphia Eagles	Full-service interaction design for .EDU/enterprise clients: IA, prototyping, ADA compliance; client-facing creative lead.

// EDUCATION

INSTITUTION	Pratt Institute of Art, Brooklyn
PROGRAM	BFA (incomplete) – 3D Animation & Motion Graphics
DATES	2002-2003; 2004-2005

// IMPACT

EXPERIENCE	15+ years
ROLES	Manager UX · Senior User Experience Designer · Interim Product Owner · Senior Visual/Interaction Designer
CLIENTS	BNY Mellon · TikTok · GNC · Merck · Comcast · Kent State · Philadelphia Eagles
INDUSTRIES	Financial Services · Social/Advertising · Retail · Pharma · Higher Ed · Sports/Entertainment

IMONIALS

- Christopher Bayle – ACD UX, Publicis Sapient

“Deep connection to emotions, imagination, sensitivity – the quintessential idealist; gives voice to human connections in a profound manner.”
- Andrés Moros, MPS – Sr. UX Designer, Publicis Sapient

“One of the most talented, hard-working, knowledgeable professionals I’ve worked with. Strong communication, consistently exceptional results.”