

Work Experience

Caesars Entertainment | User Experience Designer II

July 2024 - Sep 2025

- Market Leadership:** Strategic design contributions drove record-breaking KPIs in Daily Active Users (DAU), Average Revenue Per User (ARPU), and retention, propelling the brand from #8 to a Top 3 industry ranking (E&K 2025).
- Flagship Product Delivery:** Designed and shipped high-impact features for Caesars Palace Online, Horseshoe, and Caesars Sportsbook, including the Reward Center, Reward Credit Shop, and tiered milestone systems.
- Design Systems & Efficiency:** Architected and maintained a 50+ iGaming component design system in Figma, significantly reducing design-to-dev iteration time and ensuring cross-brand UI consistency.
- Regulatory Alignment:** Collaborated with cross-functional teams to ensure all product features met strict regulatory compliance across multiple legal jurisdictions.
- Executive Stakeholder Management:** Standardized design presentation frameworks for executive-level pitches, increasing project adoption rates and visibility across the organization.

Enthusiast Gaming | User Experience & Design Lead

July 2021 - July 2024

- Mass-Scale Optimization:** Led UX design initiatives for web properties with over 4 million daily active users, including AddictingGames.com, IcyVeins.com, and Tabstats.com.
- Multi-Platform Product Strategy:** Partnered with PMs and Engineering to launch features across diverse platforms, including educational tools (TypeRacer, MathGames) and various IO games.
- Data-Driven Design:** Conducted extensive user research and competitive analysis to identify monetization opportunities and improve player retention through iterative testing.
- End-to-End UX Lifecycle:** Optimized the player journey by integrating user feedback and usability testing into the design process for cross-platform interfaces and overlays.

Wildfire Digital | Founder / UX Consultant

Oct 2018 – June 2022

- Agency Leadership:** Founded and scaled a digital agency, successfully delivering over 100 responsive websites and integrated marketing campaigns for small-to-mid-sized businesses.
- Full-Lifecycle Product Management:** Managed the complete project lifecycle from discovery and UX research to design, launch, and post-launch optimization.
- Growth & Marketing Strategy:** Specialized in conversion rate optimization (CRO), SEO/SEM, and social media campaigns across platforms like TikTok, Instagram, and Facebook to drive client ROI.

Skills

Certifications / Licenses

New Jersey Gaming License
(Casino Employee Registration)
Google User Experience Certified
Two W3C Awards for Website Design

Research

User Research
Competitive Analysis
A/B Testing
Information Architecture

Marketing

SEO / SEM
Google Analytics
Social Media Marketing

Compliance

Regulated Markets
Regulatory Alignment
Accessibility (WCAG)

Design

User Experience (UI / UX)
Wireframing
Prototyping
Usability Testing
Design Systems

Tools

Figma
FigJam
Adobe Photoshop
HTML / CSS
Wordpress CMS

Collaboration

Agile / Scrum
Stakeholder Presentations
Cross-functional Partnerships