

FRED POLLNITZ

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Professional Profile

Forward-thinking UX Architect and Product Designer with a 26-year career defined by human-centric innovation and **Data-Driven Design**. Expert at architecting high-scale digital ecosystems across Finance, Logistics, and E-commerce, specializing in **Enterprise UX**, **SaaS Product Design**, and complex **B2B Product Design** frameworks. Proven track record of transforming dense enterprise workflows into seamless, multi-platform experiences that maximize **User Retention**, drive billions in revenue, and scale operational efficiency. A tactical leader in Design Systems governance, cross-functional DesignOps execution, and strict global **Accessibility (WCAG Compliance / Section 508 / Inclusive Design)** standardization. By aligning cutting-edge **Product Analytics** with AI-augmented workflows and machine-learning personalization, I consistently optimize **Key Performance Indicators (KPIs)**, accelerate product velocity, and deliver measurable **Return on Investment (ROI)**.

Experience

Senior UX Designer Amazon Global Logistics, Remote; Austin, TX | *June 2025 to Present*

- **Cross-Border Logistics & Enterprise UX:** Architected the end-to-end, multi-platform desktop and mobile onboarding, booking, and management pipeline for Amazon Global Logistics. Utilized **Data-Driven Design** to streamline international supply chain workflows, optimizing **Task Completion Rate** and slashing cross-border transit delays by up to 20%.
- **AI-Augmented Design Operations (DesignOps):** Pioneered the systemic integration of LLM AI technologies within the Figma design pipeline to automate wireframe generation, component mapping, and documentation. Accelerated early-stage prototyping velocity, enabling cross-functional **Agile** teams to iterate through high-velocity **Design Sprints** and deliver responsive interfaces at scale.
- **Sustaining Third-Party Marketplace Growth:** Validated complex user personas and mapped comprehensive **Customer Journey Mapping** ecosystems to optimize cross-border shipping workflows for international merchants. The resulting self-service platform dramatically minimized booking errors and optimized the **System Usability Scale (SUS)**, supporting a global third-party seller ecosystem that drives over 60% of Amazon's retail unit sales.
- **Global Design System Governance & Accessibility:** Formulated and documented scalable Design System libraries fully embedded with **Digital Accessibility, WCAG Compliance**, and localized multi-language standards. Synchronized workflows across

engineering, product, and manufacturing stakeholders to guarantee absolute design-to-code parity.

Consulting Product Designer UST for HEB, Austin, TX | *January 2025 to November 2025*

- **Omnichannel Design System Governance:** Executed a comprehensive design system assessment and improvement strategy spanning multiple high-traffic retail business verticals. Engineered over 100 reusable UI components across Figma and Confluence, establishing complete **Frontend Development Collaboration** and technical layout parity for web, mobile web, and native iOS/Android viewports.
- **Accelerating Cross-Platform Product Velocity:** Streamlined product design delivery and developer handoff, directly supporting H-E-B Digital's overarching initiative to reduce deployment cycles, embed **Lean UX** principles, and maximize cross-platform consistency. This unified framework successfully scaled digital real estate through the high-impact 2025 self-service H-E-B Retail Media Network extension.
- **Generative Research & Cross-Vertical Alignment:** Spearheaded complex requirements analysis and **Generative Research** loops to eliminate experience gaps across dense retail and fulfillment verticals. Collaborated deeply with engineering leads to ensure all components fit technical specifications, supporting a high-visibility delivery framework targeting over \$2 billion in corporate revenue.

Consulting Product Designer and UX Architect Projekt 253, Remote from Georgetown, TX | *September 2024 to January 2025*

- **Product Thinking & End-to-End Execution:** Managed full business lifecycle product design, user experience analysis, and cross-functional execution for Austin-area businesses ranging from fast-paced start-ups to large enterprise organizations. Anchored product definitions in target **Objectives and Key Results (OKRs)** and strict commercial requirements.

Senior UX Architect CDW, Remote | *March 2024 to September 2024*

- **B2B Product Design & Hardware Super-Cycle UX:** Engineered end-to-end multi-device interaction flows and service request funnels to guide enterprise clients through the Microsoft Windows 11 transition. This targeted **Enterprise UX** ecosystem optimized **Conversion Rate Optimization (CRO)** paths, directly supporting CDW's Corporate Segment in driving quarterly net sales above \$2.2 billion.
- **Data-Driven & Machine Learning Personalization:** Partnered with the Director of UX and analytics teams to evaluate backend user patterns via machine learning. Leveraged these deep **Product Analytics** and **Behavioral Analytics** insights to craft personalized B2B user journeys and persona-specific wireframes, optimizing self-service conversion paths for complex device upgrades.
- **AEM Design System Integration:** Formulated low-to-high fidelity mockups, interactive prototypes, and extensive documentation seamlessly integrated into Adobe Experience Manager (AEM) repositories. Standardizing these assets enhanced **Frontend**

Development Collaboration, slashed handoff times, and accelerated cross-channel deployment velocities.

- **Agile Lifecycle & Services Optimization:** Championed user research, **Usability Testing**, and cross-functional **Agile Methodology** ceremonies (including **Sprint Planning**) to build frictionless request models for configuration and deployment services. Streamlined complex B2B information architecture to reduce customer onboarding friction and lower operational support overhead.

Principal UX Architect Projekt 253, Remote | *January 2024 to March 2024*

- **Strategic Research Operations & Prototyping:** Researched user goals, objective processes, design operations management, and information structures for local clients in the technical recruiting industry. Executed targeted **User Interviews** and **Contextual Inquiry** to uncover specific challenges faced by recruiters, developing low-to-high fidelity interactive prototypes for mobile and desktop applications tailored to industry-specific needs.

Senior UX Architect TransUnion, Remote | *May 2023 to January 2024*

- **Enterprise Design System Architecture:** Spearheaded the end-to-end strategy, Information Architecture, and governance for TransUnion's global enterprise Design System. Engineered reusable UI components in Figma and established an automated code-delivery pipeline via Chromatic and Storybook, significantly enhancing **Frontend Development Collaboration** and reducing engineering redundancies.
- **DesignOps Leadership & Cost Optimization:** Formulated cross-functional Design Operations workflows, aligning development squads with design leadership. Guided the seamless integration of components and templates into corporate CMS platforms and zeroheight, supporting a tech-modernization initiative that captured over \$120 million in annualized operational cost savings.
- **Data Product Innovation & Cognitive Load Optimization:** Architected intuitive interaction models and responsive interface elements for high-volume, data-intensive web applications, including advanced audience profile builders and analytics dashboards. Applied **Human Factors** principles to minimize cognitive load, directly supporting the Financial Services vertical in generating over \$590 million in collective quarterly revenue.
- **Accessibility Standardization & Governance:** Authored comprehensive **Digital Accessibility** guidelines and system-use documentation, embedding **Universal Design** practices directly into the core product development lifecycle. Ensured all consumer data visualizations complied fully with **WCAG Compliance** regulatory standards, mitigating corporate legal risks.

Senior UX Architect Amazon Global Logistics, Remote; Austin, TX | *February 2022 to April 2023*

- **Cross-Border Logistics & SaaS Product Design:** Led the design, user research, and cross-platform implementation of a streamlined onboarding, booking, and management pipeline for Amazon Global Logistics. Optimized complex supply chain workflows, directly supporting an ecosystem that drove a 14% YoY increase in quarterly third-party seller services revenue to \$31.1 billion.
- **Frictionless Supply Chain Onboarding:** Spearheaded detailed requirements analysis and interactive prototyping to transform complex international freight documentation into an intuitive self-service portal. Validated user personas and **Customer Journey Mapping** to minimize booking friction and optimize **Time on Task**, helping stabilize inventory inflows during a period of historic global disruption.
- **Design System Governance & Standardization:** Coordinated cross-functional engineering and product teams to integrate **Inclusive Design** and accessibility principles directly into the software development lifecycle. Authored comprehensive use and best-practice documentation for core Design System libraries, eliminating front-end code fragmentation and accelerating international feature deployment.
- **Research-Driven Quality Assurance:** Directed rigorous **Usability Testing** cycles and generated comprehensive performance reports to uncover and resolve systemic interaction barriers. Streamlined cross-platform components used by thousands of international merchants, driving up workflow speed and reducing manual shipping placement errors.

UX Product Design Manager Walmart, Remote | *October 2022 to February 2023*

- **Enterprise Digital Product Leadership:** Spearheaded the UX strategy, interface development, and lifecycle execution of proprietary internal business tools across responsive web and native iOS ecosystems, directly supporting corporate scaling as global revenue reached a record \$611.3 billion.
- **Operational Expense & Churn Reduction:** Engineered intuitive, frictionless process flows and interface components that streamlined complex backend business tasks. Optimized cross-platform user experiences to eliminate operational friction and reduce user drop-offs, supporting a broader optimization initiative that successfully reduced quarterly operating expenses by 44 basis points.
- **High-Velocity Product Deployment:** Partnered with cross-functional product owners, business analysts, and engineering leads to transition low-to-mid fidelity concepts into validated, development-ready assets. Shortened deployment sprint timelines within a **Lean UX** environment, enabling internal applications to scale smoothly through store-fulfilled delivery operations hitting a \$2 billion monthly run rate.
- **Usability and Quality Governance:** Managed rigorous usability testing and design review pipelines, ensuring 100% brand compliance and design-system fidelity. Transformed complex stakeholder requirements into elegant enterprise dashboards that optimized **Task Completion Rate** and reduced user onboarding time.

Senior Experience Consultant Salesforce, Remote | *March 2022 to July 2022*

- **Enterprise SaaS & Field Service Optimization:** Managed high-impact application design projects for elite Salesforce clients, including Cisco and Ecolab. Engineered mobile field service management tools that streamlined on-site workflows, directly supporting Ecolab's global team of 25,000 field professionals during a fiscal year that achieved a 14% increase in net sales.
- **Frictionless Renewal Architecture & Conversion Rate Optimization (CRO):** Spearheaded the comprehensive customer experience overhaul for complex enterprise contract renewals. Designed intuitive user paths and transactional wireflows aligned with Cisco's corporate shift toward recurring revenue, helping optimize **Customer Lifetime Value (CLV)** and support a subscription ecosystem that scaled ARR to \$23.3 billion.
- **Research-Driven Design Excellence:** Conducted extensive **Ethnographic Studies**, user interviews, and usability testing to construct data-backed personas and **Service Blueprints**. Leveraged these insights to transform fragmented legacy desktop workflows into mobile-first frameworks, driving up user adoption and minimizing field processing errors.
- **Rigorous UX Governance & Handoff:** Championed end-to-end design operations by compiling **Heuristic Evaluation** matrices, complex process flows, and high-fidelity prototypes. Executed strict **A/B Testing** protocols and clear developer handoff documentation, ensuring perfect feature fidelity and reducing engineering revision cycles across client software rollouts.

Design Principal AT&T, Remote | *January 2022 to February 2022*

- **Enterprise Digital Self-Service Strategy:** Spearheaded the UX analysis and multi-channel technical support optimization strategy for AT&T. Delivered comprehensive **Customer Journey Mapping** and **Heuristic Evaluation** models that supported a corporate \$6 billion cost-transformation initiative by successfully shifting high-volume tier-1 support queries to intuitive digital channels.
- **Mitigating Churn Through Support UX:** Provided high-level actionable insights to streamline technical troubleshooting paths across web and mobile platforms. These friction-free interaction models directly supported AT&T in achieving severe **Churn Reduction**, retaining an industry-leading 0.79% postpaid phone churn rate during a major corporate restructuring cycle.
- **High-Scale Cross-Channel Leadership:** Led a multidisciplinary design team in auditing complex technical support ecosystems to handle massive, concurrent user spikes. Successfully optimized onboarding and digital care flows to support an influx of over 980,000 net-new mobility and fiber connections.
- **Design Practice Governance:** Established rigorous evaluation frameworks and cross-channel UX benchmarks, transforming complex technical system limitations into highly digestible, self-guided customer flows that improved first-time-fix rates and optimized the overall **Customer Satisfaction (CSAT)** score.

Lead UX Designer Bank of America, Remote | *September 2021 to March 2022*

- **Enterprise Money Movement Architecture:** Spearheaded the end-to-end UX lifecycle for core financial center money movement functionalities across desktop and mobile iOS applications. Designed high-fidelity interaction models that safely processed a record \$231 billion in transaction volume while driving **User Retention** and shifting deposit behaviors to a 2:1 digital-to-physical ratio.
- **Cross-Platform DesignOps & Standardization:** Managed Design Operations and established comprehensive Style Guides, Design System intake models, and developer handoff pipelines, bridging legacy software gaps and optimizing **Frontend Development Collaboration** across 4,200+ financial centers.
- **Data-Driven Performance & Usability:** Conducted extensive SME interviews, heuristic evaluations, and rigorous **A/B Testing** to optimize transaction completion rates. Translated complex data structures into intuitive, validated user flows that helped Bank of America scale to 44 million active digital users.
- **Risk Mitigation & Accessibility Governance:** Drafted comprehensive accessibility guidelines and built error-resilient prototypes for highly regulated financial workflows, ensuring strict compliance with industry financial standards and **WCAG Compliance** mandates.

Senior UX Designer Cerner, Remote | *May 2020 to August 2021*

- **De-risking Federal & Institutional Revenue via Accessibility:** Directed comprehensive accessibility audits and authored decisive VPATs for **Section 508** and **WCAG Compliance** across Cerner's core design system components, insulating high-profile healthcare portfolios from strict regulatory compliance barriers.
- **Design System Governance & Universal Design:** Spearheaded the end-to-end UX audit of centralized design system components, embedding **Universal Design** and **Inclusive Design** standards into the core UI framework. Formulated rigorous usability test reports, wireframes, and process flows documented within Confluence to guarantee absolute engineering alignment.
- **Enterprise CMS Architecture & Migrations:** Consulted on complex, multi-tenant digital transformations and CMS migrations utilizing enterprise-grade platforms including Sitecore and Magento, significantly reducing front-end maintenance overhead and cross-channel content deployment timelines.
- **Mitigating Clinical Interaction Risk & Cognitive Load:** Designed error-resilient user journeys and accessibility prototypes tailored for high-stress clinical environments, focusing on **Cognitive Load Optimization** to reduce system interaction fatigue and optimize software adoption rates across major hospital networks.

Senior UX/UI Producer USAA, San Antonio, TX | *December 2019 to April 2020*

- **SAFe Design Operations & Delivery:** Served as the primary Central Design Office (CDO) producer and liaison for the Bank Storefront team within a highly structured Scaled Agile Framework (SAFe), managing end-to-end design requirements and cross-functional dependencies across checking, credit, and lending verticals to support a digital infrastructure driving \$36.3 billion in annual revenue.

- **Crisis-Responsive Product Management:** Spearheaded requirement definition and stakeholder alignment during an unprecedented 2020 surge in digital banking utilization, streamlining the intake and delivery pipeline within tight **Scrum** frameworks to enable rapid multi-channel deployment of self-service lending features.
- **Cross-Functional Stakeholder Alignment:** Unified business partners, product managers, and creative teams to transform complex corporate banking initiatives into actionable design blueprints, accelerating feature velocity while maintaining USAA's industry-leading **Net Promoter Score (NPS)**.
- **Design Governance & Quality Assurance:** Directed the scope, timing, and resource allocation for high-visibility storefront digital products, ensuring all design assets conformed strictly to internal design system standards and financial data security mandates prior to development handoff.

UX Architect and Product Manager Chemistry Talent, Austin, TX | *September 2019 to December 2019*

Senior Software Product Manager Seilevel for Dell Financial Services, Austin, TX | *February 2019 to September 2019*

- **Fintech Platform Product Management:** Spearheaded the product strategy, visual requirements architecture, and lifecycle delivery for a next-generation revolving credit platform for Dell Financial Services, directly enabling DFS to scale financing originations by 16% YoY to \$2.3 billion in quarterly volume.
- **Consulting Leadership & Methodology Governance:** Led high-visibility client engagements and managed an elite team of consultants, successfully deploying visual requirements methodologies to map out complex financial transaction workflows, eliminating software feature bloat, and ensuring the platform launched on schedule.
- **Budget & Timeline Optimization:** Directed project financial management and resource allocation, utilizing data-centric visual models to bridge the communication gap between business executives and engineering squads, drastically reducing requirement revision cycles and maximizing **Return on Investment (ROI)**.
- **Supporting Global Asset Scaling:** Structured complex compliance, lending, and authentication rules into seamless software specifications, optimizing the B2B/B2C credit onboarding funnel to grow its managed asset portfolio to an all-time high of \$9.8 billion.

Senior User Experience Architect Dun and Bradstreet, Austin, TX | *December 2018 to February 2019*

- **Enterprise SaaS Search Architecture:** Engineered the product design, information architecture, and search mechanics for next-generation Dun & Bradstreet SaaS applications, optimizing interface access to a global Data Cloud containing over 330 million business records.
- **Driving Value Through Modernization:** Headed comprehensive requirements gathering, persona validation, and interactive wireframing during a pivotal corporate

transition that culminated in a \$6.9 billion privatization and tech modernization initiative, transforming complex data-query flows into intuitive **SaaS Product Design** experiences.

- **Rigorous Usability & Compliance Governance:** Spearheaded user experience research, executing detailed usability and accessibility testing to deliver robust compliance test reports and guard high-value enterprise procurement pipelines by ensuring all search components met strict **Digital Accessibility** and **WCAG Compliance** standards.
- **Cross-Functional Data Product Design:** Translated highly complex backend database structures into clean frontend interface layouts, partnering with engineering and product stakeholders to deliver comprehensive supporting documentation and successfully accelerating product development sprints while minimizing design-to-code fragmentation.

Lead User Experience Architect MutualMobile, Austin, TX | *September 2018 to October 2018*

- **AI-Driven Personalization Architecture:** Spearheaded the UX strategy and mobile product concepts for a state-of-the-art Bodybuilding.com fitness application, architecting a dynamic interface leveraging machine learning to conditionally tailor content to individual user goals and support a strategic corporate pivot into recurring digital subscriptions.
- **Design Team Leadership & Governance:** Directed a multidisciplinary UX design team to translate complex AI algorithms into intuitive interactions, delivering structured user flows, application maps, and cross-platform style guides that accelerated engineering sprint velocities.
- **Fueling Mobile Engagement & Scale:** Conducted targeted user research to identify core athlete motivations, embedding those **Behavioral Psychology** insights into the app's foundational framework to boost long-term **User Retention** and app-store adoption.

Senior User Experience Designer Dell Corporation, Round Rock, TX | *June 2018 to August 2018*

- **Enterprise Sales Enablement UX:** Conducted user research, requirements gathering, and rapid UI/UX iterations for Dell's global Salesforce CRM platform, engineering responsive interface solutions that directly supported the Commercial Product Group in scaling sales pipelines to achieve \$10.4 billion in quarterly revenue.
- **Frictionless Workflow Optimization:** Translated complex enterprise sales processes into streamlined Salesforce interaction models, reducing administrative overhead and data-entry latency to accelerate sales cycle velocities during an 18% YoY corporate revenue surge.
- **Agile Mobile-First Delivery:** Spearheaded user-backed mobile and desktop interface layouts within a high-velocity **Agile Methodology** framework, collaborating with technical stakeholders to ensure rapid deployment of feature iterations and eliminate cross-platform workflow gaps.

- **Research-Driven Product Design:** Executed rigorous internal usability discovery to unearth operational bottlenecks within legacy CRM frameworks, delivering validated, production-ready design wireframes that optimized software adoption rates across large-scale commercial business units.

User Experience Designer Lululemon Athletica, Seattle, WA | *January 2018 to June 2018*

- **Data-Driven E-Commerce Overhaul:** Diagnosed a critical \$216 million online retail revenue shortfall in Lululemon's mobile channel, proving that the mobile ecosystem generated 26% of total online revenue despite commanding a 42% traffic advantage, and spearheaded the comprehensive redesign of the mobile purchasing process to eliminate transactional friction.
- **Empirical Conversion Optimization (CRO):** Formulated and executed a rigorous **Heuristic Evaluation** and multi-variant **A/B Testing** regimen targeting the checkout funnel, successfully driving UX enhancements that reversed mobile cart abandonment and directly contributed to a historic 45% YoY surge in total digital revenue.
- **Strategic UX Research & Architecture:** Engineered validated user personas, high-performance wireframes, and optimized checkout user journeys, transforming qualitative visitor behavior data into structured, intuitive mobile-first interface layouts that accelerated transaction completion speeds for millions of shoppers.
- **Accessibility & Risk Governance:** Authored detailed accessibility test reports to embed inclusive design practices into the core digital product architecture, ensuring the modernized purchasing ecosystem complied fully with digital compliance guidelines and expanding digital storefront accessibility.

User Experience Architect and Designer Safeco, Seattle, WA | *June 2016 to January 2018*

- **Omni-Channel Platform Architecture:** Extended the enterprise desktop UI/UX standards guide to engineer Safeco's mobile-responsive platform framework, unifying cross-channel designs to support independent agent sales funnels during a major digital transformation that saw parent company net written premiums scale to \$39.4 billion.
- **Design System Standardization & Engineering Collaboration:** Partnered directly with developers to write and fine-tune **HTML/CSS** layouts, enforcing 100% fidelity to visual and interaction standards while streamlining frontend design delivery across new tools and micro-sites to shorten deployment sprint cycles.
- **Regulatory Risk Mitigation & Inclusivity Leadership:** Systematically planned and implemented W3C **WCAG Compliance**, **ADA Section 508**, and CVAA standards across a new unified insurance ecosystem, pioneering specialized patterns for cognitive accessibility to expand usable market share and insulate the enterprise from compliance litigation.
- **Cross-Functional Product Alignment:** Translated highly technical insurance business rules and complex back-end architectures into clear, intuitive wireframes and responsive layouts, facilitating alignment between Business, IT, and Usability stakeholders.

Senior User Experience Designer Alaska Airlines, Seatac, WA | *January 2015 to June 2016*

- **Omni-Channel Strategy & Customer Satisfaction:** Successfully standardized interaction models across websites, mobile UI/UX, dashboards, and self-service platforms, directly supporting Alaska Airlines retaining its No. 1 ranking in **Customer Satisfaction (CSAT)** by J.D. Power and The Wall Street Journal's top airline scorecard for both 2015 and 2016.
- **Digital Delivery & Revenue Support:** Overhauled the end-to-end information architecture and usability of digital touchpoints during a period of rapid scaling, effectively supporting a 9.3% increase in passenger traffic and contributing to consecutive record-breaking financial years, including an 8% increase in adjusted net income by 2016.
- **Loyalty & Call Center Optimization:** Partnered with cross-functional teams to redesign call center and loyalty program dashboards, reducing user friction points and streamlining complex reservation workflows to minimize customer complaints nationwide.

Senior User Experience Designer T-Mobile, Seattle, WA | *August 2014 to December 2014*

- **High-Scale Cross-Channel Leadership:** Led cross-channel UI/UX design efforts for customer-facing web and mobile applications during the single largest growth year in T-Mobile's history (8.3 million net customer additions in 2014), collaborating with senior executives to architect unified, high-traffic interfaces.

User Experience Architect Potent Design Ltd., London, UK | *October 2011 to March 2013*

- **Agile & Lean Transformation:** Implemented high-velocity **Lean UX** processes, prioritizing rapid sketching, interactive critique, and user validation over heavy wireframe documentation, which shortened time-to-market for complex multi-asset software deployment and enhanced real-time data visualization.
- **Award-Winning Usability Design:** Designed intuitive, low-latency transaction workflows across multiple asset classes, directly contributing to institutional clients achieving industry-wide recognition, including HSBC earning Euromoney's #1 ranking for Client Satisfaction in high-volume transaction management.
- **Practice Leadership & Talent Acquisition:** Standardized the regional UX interview and evaluation methodology to scale the London design department, spearheading internal workshops on advanced interaction design methods to improve inter-departmental design-to-development alignment across **Agile** sprint cycles.

Core Skills

UX & Product Design: User Experience Design, User-Centered Design, Wireframing, Prototyping, Interaction Design, User Flows, Journey Mapping, Usability Testing, Information Architecture

Strategy & CX: Product Design Strategy, Design Systems Architecture, Customer Experience (CX), Design Operations, Accessibility (WCAG/Section 508), Stakeholder Collaboration

Tools & Methods: Figma, Sketch, Miro, Jira, Confluence, ZeroHeight, Adobe Creative Suite, Axure, UserTesting.com, Optimal Workshop, MS Clarity, Hotjar, Salesforce, AEM; Accessibility (WAVE, AXE, Lighthouse, JAWS, NVDA, VoiceOver); HTML/CSS basics

Other: Agile/SAFe, A/B Testing, Heuristic Evaluations, AI-Assisted Design

Education

- **University of Maryland**, College Park, MD, USA — Major in Advertising Design