

Highly accomplished and innovative UX leader with extensive experience architecting digital product ecosystems and AI-assisted applications. Proven ability to define product vision, streamline workflows, and drive measurable transformation through user-centric design and advanced prompting. Expertise spans UX strategy, information architecture, behavioral frameworks, and cross-functional team leadership. Passionate about leveraging technology and design to create intuitive, efficient, and impactful user experiences.

WORK EXPERIENCE

Founder & Principal AI Product Architect

DigiCapi | Ezra Masters LLC

Dallas

04/2026 – Present

Defined product vision, UX strategy, information architecture, and service design across customer journeys, digital properties, and partner-operated services.

Architected and launched AI-assisted applications, including guided intake experiences, comparison tools, automated workflows, and internal administrative systems.

Leveraged agentic AI and advanced prompting techniques to translate requirements into functional applications, accelerating delivery from strategy and prototype to deployment.

Engineered customer-routing systems that seamlessly connect qualification, education, lead capture, payment, scheduling, and third-party fulfillment processes.

Founder & Head of Product Experience

Healing With Ezra | Ezra Masters LLC

Dallas

08/2025 – Present

Architected HealingWithEzra.com as a comprehensive digital product ecosystem encompassing assessment, personalized recommendations, educational resources, commerce, coaching, and community engagement.

Designed the end-to-end user experience, optimizing discovery, onboarding, assessment logic, content architecture, product selection, conversion funnels, and retention strategies.

Created proprietary CBT-grounded frameworks: N.I.C.E., G.R.I.T., F.I.R.E., and P.E.R.M.S., translating behavioral principles into actionable tools.

Authored and published 20 books, and developed structured coaching, peer-support, and membership experiences focused on achieving measurable behavioral transformation.

UX Sr. Strategist & Internal Innovation Coach

First Command Financial Services, Inc.

Fort Worth

04/2025 – 08/2025

Served as an internal innovation coach for cross-functional business units, empowering idea owners to develop into proficient product owners and UX researchers through structured ideation processes.

Applied the Triple Diamond Method, Business Model Canvas, and Value Proposition Canvas to advance the innovation pipeline.

Orchestrated Adobe Target strategy across 1st Command's digital properties, encompassing platform configuration, audience architecture, and personalization segmented by military life stage, branch, and

product affinity.

Transformed fragmented ideas into compelling, pitch-ready business cases for the Innovation Approval Committee.

Devised visual governance systems to meticulously prioritize initiatives projected to deliver the greatest impact.

Bridged the organizational gap between siloed advisor-driven operations and a unified UX strategy, fostering cohesion, clarity, and maturity across the enterprise.

Sr. UX Generalist — Strategy, Architecture & Design

Masters of the UX

Dallas, TX

06/2024 – 04/2025

Founded and led the organization as Strategic Technologist, directing a comprehensive AI Workflow Overhaul that re-engineered the design, development, and delivery of value through AI tools and systems.

Architected intelligent AI workflows that significantly enhanced internal efficiency and client impact across UX, content creation, automation, and strategic decision-making.

Integrated a suite of advanced AI tools including ChatGPT, Midjourney, DALL-E 3, Hugging Face, AutoGPT, Perplexity AI, ElevenLabs, Notion AI, Zapier, Make (Integromat), Canva AI, and custom GPTs.

Positioned the organization to deliver faster, smarter, and more intuitive solutions, championing the AI revolution rather than merely adapting to it.

Lead UX App Architect (Mobile)

UPS

Dallas

12/2023 – 05/2024

Spearheaded mobile application architecture and design, developing user-centric solutions to optimize logistics processes and elevate customer satisfaction.

Constructed and refined mobile application interfaces, ensuring alignment with UPS brand identity and customer expectations.

Executed competitive analysis to establish performance benchmarks and identify key innovation opportunities.

Facilitated cross-functional stakeholder collaboration across departments to gather requirements and ensure comprehensive organizational alignment.

Oversaw cross-functional teams during agile development cycles, fostering a culture of rapid iteration and continuous improvement.

Lead UX Architect (Desktop)

UPS

Dallas

04/2023 – 12/2023

Redesigned the UPS logistics pick-up web and locator application with a primary focus on enhancing the overall user experience, ensuring it was intuitive, efficient, and enjoyable.

Developed user personas, user flows, wireframes, and high-fidelity prototypes to visualize design concepts.

Engineered navigation systems, information architecture, and categorization schemes to optimize usability.

Collaborated closely with development, product management, and stakeholders to ensure design solutions aligned seamlessly with business objectives.

UX Lead Specialist — UX Leadership & Strategy Trainer

Aviation Contract

Dallas

01/2023 – 03/2023

Directed global cross-functional teams to drive design vision and strategy, fulfilling Aviation stakeholder needs and translating business requirements into precise design specifications for UX intranet initiatives.

Instructed aviation personnel on the latest UX tools, strategic methodologies, and information architecture principles.

Created intuitive UX architecture and design for internal documentation and retrieval systems.

Facilitated design seminars utilizing Sketch, Figma, and visual interaction prototyping tools.

Functioned as a consistent change agent, collaborating across product management, development, marketing, and UX/UI teams.

Sr. UX Designer

Intuit

Dallas

09/2022 – 12/2022

Onboarded to refactor an outdated external data search and modification application that handled complex private user information for internal engineers.

Embedded cross-functionally with product management and engineering teams to facilitate user-driven discussions and gather insights.

Designed user narratives, flows, prototypes, and high-fidelity visuals and assets to guide development.

Prepared all design assets for engineering handoff, ensuring the highest quality implementation.

Collaborated with design and product leadership to define features and contribute significantly to the overall product direction.

User Experience Project Strategist

PwC

Dallas

05/2021 – 08/2022

Partnered with the UX Director, senior leaders, and cross-divisional teams to meticulously consider all aspects of user experience, business objectives, and marketing goals for delivering design, prototypes, documentation, and strategy.

Iterated on and championed world-class strategies tailored to a wide range of user, business, and marketing objectives.

Leveraged A/B testing and data-driven insights to systematically refine designs and optimize performance.

Collaborated with cross-functional teams to validate design concepts through rigorous user research.

Synthesized research findings into actionable design improvements.

Led UX testing initiatives, coordinating stakeholders to ensure research directly informed design decisions.

Sr. UX Architect

Private Company (Contract)

Frisco

03/2019 – 05/2021

Applied data visualization expertise to translate advanced real-time threats and alerts into clear visual representations for rapid interpretation and data gathering.

Gathered and evaluated business and user requirements to define software engineering projects and guide team articulation, assignment, and management.

Collaborated closely with development teams to convert project requirements into functional applications.

Illustrated design ideas using storyboards, sketches, mock-ups, process flows, and sitemaps.

Designed user interface elements and created UI mock-ups/prototypes.

Presented designs to internal teams and stakeholders throughout all project phases.

Volunteering / Health & Well-being / Mindfulness Sabbatical

Career Break

Haiti, Haiti

05/2018 – 02/2019

Undertook international volunteer work, making a deliberate decision to step back from external demands for deep reflection, personal evolution, and giving back to the community.

Reconnected with family, engaged in volunteer activities, and cultivated deeper self-awareness.
Returned to career with enhanced clarity, purpose, and six Nielsen Norman Group certifications, including 'Best in Class'.

Full-Stack Product Architect

7-Eleven

Irving

05/2017 – 05/2018

As the 9th member of 7-Eleven's inaugural in-house digital team, served concurrently as Product Owner, UX Researcher, Information Architect, Experience Designer, and Prototyper for the 7-Eleven Franchisee Mobile App, also creating the financial justification for increased UX funding.
Functioned as the sole implementation architect and design member, responsible for the complete short-term strategy, conception, and creation of the franchisee app.
Recruited and screened 7-Eleven's new UX team during organizational scaling.
Expanded the UX team from a single contributor to nearly a dozen members.
Drove UX budget growth from \$3M to \$30M through compelling proof-of-concept designs and executive persuasion.
Conceived the design for both the mobile customer ordering and franchisee fulfillment applications.
Established a design library and component management system utilizing Figma and InVision.

Sr. UX Designer (Mobile)

Citi

Irving

06/2016 – 05/2017

Co-designed the visual aesthetics for all new features and enhancements on the CitiPay mobile application, acting as the user advocate throughout the development lifecycle.
Subjected early-stage designs to rigorous usability testing and expert reviews.
Applied in-depth knowledge of UI best practices and research-related theories to support effective implementation.
Created wireframes, comps, and prototypes based on detailed behavioral specifications and user personas.
Employed Design Thinking principles in conjunction with agile methodologies across all product development efforts.

Sr UX Developer

Kaiser Permanente

Pasadena

06/2015 – 06/2016

Performed UI development within an extremely fast-paced Agile Scrum environment, co-leading rapid prototyping and front-end coding for the KP.org redesign.
Developed new KP.org features utilizing HTML5, CSS3, jQuery, and AEM integration.
Operated under extremely short timelines, completing work within 1-week sprints and requiring minimal handshakes.
Extended the Interactive Pattern Library (IPL) to create fully functional responsive web designs.
Facilitated brainstorming sessions, analysis, design critiques, usability testing, and feedback loops.

User Experience Generalist (UX SME)

Adobe

Washington

10/2014 – 05/2015

Contracted for a strategic venture with Adobe and Motorola, enhancing existing output designs and developing a new design aesthetic aligned with the Motorola brand utilizing Adobe AEM custom software.
Designed within an extremely fast-paced Agile Scrum environment.

Collaborated with Product Owners, Subject Matter Experts (SMEs), and stakeholders to define and solve complex problems.

Created high-fidelity mock-ups using Photoshop and rapid prototypes using Axure RP.

UX Developer

Farmers Insurance

Los Angeles

06/2013 – 09/2014

Supported the worldwide digital rebrand transformation of UX, website, and landing page design at Farmers Insurance, adhering strictly to corporate design guidelines.

Managed UX design and front-end development for Farmers.com utilizing HTML5, CSS3, JavaScript, jQuery, and Adobe AEM.

Served as the sole intermediary between design and development teams, merging ideal design concepts with development functionality.

Executed pixel-perfect front-end development to translate corporate designs into functional websites and landing pages.

Acted as a lead consultant for UX Designers, clarifying user flows and interaction decisions.

EDUCATION

BA, Management Information Systems

FIU

Miami, FL

06/2001 – 08/2003

AA, Computer Information Systems

FAMU

Tallahassee, FL

06/1998 – 09/2000

SKILLS

UX Strategy & Architecture

Design Systems

User Research & Behavioral Analysis

Information Architecture

Agile/Scrum

Journey Mapping

Prototyping & Wireframing

A/B Testing

Data-Driven Design

AI Workflow Integration

CBT-Grounded Behavioral Frameworks

Stakeholder Management

Team Leadership & Mentorship

Cross-Functional Leadership

INTERESTS

International volunteer

Writing books on men's mental health, behavioral transformation, wellness, and spiritual alignment

CERTIFICATES

UX Manager Certified

Nielsen Norman Group

Certified CBT Practitioner