

## Experience

### The Integer Group

Senior UX Designer | 2021– 2022

- Conducted UX strategic efforts across agency teams and clients, including Starbucks, Nestle, Neutrogena, Duracell Battery, Michelin Tires, Welch's, Pampers, Exxon Mobil, Paypal, and more.
- Led the team in maintaining the client's existing visual style guide in the new wireframes on web and mobile.
- Improved client sites using content strategy, design systems, and processes.
- Executed in-depth audits and quarterly reports, providing actionable recommendations for client DTC/eCommerce sites such as Amazon, Walmart, Instacart, Sam's Club, and more.
- Utilized audit findings to drive optimizations, journey maps, complex workflow redesigns, and improvements of key areas such as PDPs, navigation, cart, checkout, and more, in order to achieve key KPIs.
- Presented UX findings and redesign to senior executives at Pampers. Their Amazon brandstore refresh resulted in a 40% increase in revenue.

### Horizontal Talent

UX Designer | 2020–22

- Developed assets, wireframes, and workflows for site and application rebuild (marketing site, e-commerce, logged in user resources, and online application and tools). Full internal site and application rebuild.
- Designed end-to-end responsive websites and mobile that improved user experience.
- Create and apply design strategies across branding and product design. Refine design directions and finalize design details. Lead the planning and structuring of deliverables.

### Design Interface

Product Designer | 2017–20

- Sole UX Designer for client websites and work was focused on both design and development for clients from a variety of sectors including medical, dog equipment, magazines- creating functional solutions and designing both digital and physical products.
- Managed client projects, collaborating with cross-functional teams [software engineers and product managers] to ensure project timelines and deliverables were met.

## Education

### CU Boulder

MA Creative Technology & Design

### Cleveland Institute of Art

BFA Industrial Design

### SCAD

Foundations

## Skills

User Experience Design  
Interaction Design  
User Interface Design  
Prototyping  
Information Architecture  
Usability Research  
Empathy Maps  
Affinity Diagrams  
Wireframing  
User Testing  
A/B Testing  
Responsive Design  
eCommerce Retailer Specs  
3D Modeling

Client Interviewing  
Presentation  
Project Management  
Marketing Research

## Tools

Adobe Creative Suite  
Sketch  
Figma  
Webflow  
Invision  
Axure  
Keynote  
Solidworks