



## EDUCATION

### GRADUATE 2018

#### M.A. in Strategic Communication Design, 4.0

University of Colorado - Boulder  
Boulder, CO

Major: User Experience Design, Minor: Brand Design

### UNDERGRADUATE 2013

#### B.A. in Art: Graphic Design, 3.5

Hillsdale College  
Hillsdale, MI

Major: Graphic Design, Minor: Spanish

### ADDITIONAL CERTIFICATIONS

#### Web Design 8 Week Course 2016

Galvanize - Golden Triangle  
Denver, CO

#### Graphic Design Courses, 4.0 2012

Savannah College of Art & Design  
Atlanta, GA

History of Graphic Design,  
Vector & Raster Graphics & Typography 101

## TOOLKIT

### ADOBE CREATIVE SUITE



### INVISION/FRAMER/AXURE



### SKETCH/ADOBE XD



### ZEPLIN/SLACK



### TRELLO



## SKILLS

### VISUAL DESIGN

### DIGITAL MARKETING

### UX/UI DESIGN

### INFORMATION ARCHITECTURE

### HTML/CSS

### UX RESEARCH & STRATEGY

### USER TESTING

### USER FLOWS & MENTAL MODELS

### WIREFRAMING & PROTOTYPING

### MOBILE & WEB INTERFACES

### AGILE

### CONVERSATIONAL SPANISH

I'm a **UX/UI designer** creating experiences for humans to make life a little more delightful through beautiful design & functionality.

## WORK EXPERIENCE

### EXPERIENCE DESIGN MASTERS STUDENT

AUG 2017 - PRESENT

University of Colorado-Boulder | Boulder, CO

As student designer, worked on group and individual projects with a user-centered design approach. Core focuses were in UX research, UX strategy and UX design. Took projects from start to finish through various sprints involving journey mapping, affinity mapping, user flows and wireframes, usability testing, delivered low and high-fidelity prototypes. Worked with companies such as Integer, Karsh/Hagan, Arity, Gaia, etc.

### DIGITAL DESIGNER

MAY 2017 - PRESENT

Mychelle Dermaceuticals | Louisville, CO

Responsible for delivery of all digital design assets – including web graphics, digital advertising, emails, vendor assets and social media. Worked closely with marketing, sales and development teams to manage and improve website. Provided UX strategy, UI design, and prototypes for website relaunch, and managed weekly website updates through content management system. Implemented basic HTML/CSS edits to website and email marketing.

### FREELANCE DESIGNER

AUG 2013 - PRESENT

Various Clients | Denver, CO

During personal time, consult with clients from concept to creation on various design needs. Provide digital proofs, mockups, wireframes, brand guidelines, and print ready files. Projects have included logo design, web design, video editing, user interface design, print collateral, site maps, digital advertising, and more.

### CORPORATE GRAPHIC DESIGNER

AUG 2016 - DEC 2016

Oakwood Homes | Denver, CO

Responsible for all digital and print (postcards, flyers, signage) marketing materials for Colorado divisions. Targeted & scheduled social media advertisements, as well as email marketing campaigns. Supported internal departments with presentations as well as development team with web graphics & landing pages.

### SENIOR DESIGNER

OCT 2014 - AUG 2016

PostNet International Franchise HQ | Denver, CO

Responsible for all digital and print marketing materials for internal departments as well as franchise owners. Designed & implemented B2B & B2C national marketing campaigns. Responsible for project management of junior graphic designer and marketing vendors. Oversaw pre-press approval and creation of new print templates. Enforced brand compliance and trained new franchise owners in best design practices. Redesigned internal franchise design request system based on user feedback, and from those insights performed content audit and overhauled the digital asset management system.

### GRAPHIC DESIGNER

SEP 2013 - SEP 2014

National Association for Gun Rights | Windsor, CO

Responsible for digital and print collateral (logos, brochures, postcards, landing pages) for national group, as well as state affiliate groups around the U.S.. Primary responsibility was design and copy for social media imagery and digital display ads. Increased Facebook following by 1.5 million followers in 5 months.