



I'm a **Senior Product Designer** I'm passionate about making complex experiences simple so that everyone can benefit from technology.

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

SKETCH/XD/FIGMA



INVISION/FRAMER/HYPE



ADOBE CREATIVE SUITE



ZEPLIN/SLACK



TRELLO/JIRA



SKILLS

VISUAL DESIGN

DIGITAL MARKETING

UX/UI DESIGN

INFORMATION ARCHITECTURE

HTML/CSS

UX RESEARCH & ACCESSIBILITY

USER TESTING

USER FLOWS & MENTAL MODELS

WIREFRAMING & PROTOTYPING

MOBILE & WEB INTERFACES

AGILE

CONVERSATIONAL SPANISH

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER

JULY 2019 - PRESENT

TRACKVIA INC | Denver, CO

Responsible for leading design strategy for enterprise no-code web platform and iOS and Android native applications as well as managing other designers.

Collaborate closely with Product and Engineering teams utilizing agile processes. I facilitate user research, synthesize research insights, lead design strategy, user experience design, user interface design & developer handoff. Since joining the team, I have built research and design processes from scratch, hired additional design resources, and increased our trial onboarding engagement by 75%.

UX/UI DESIGNER

AUG 2018 - JULY 2019

IHS MARKIT | Boulder, CO

Partnered with various global financial clients for UX and UI projects. Led and presented to clients on a weekly basis which included creative briefs, wireframes, data visualization, user flows, interactive prototypes, user testing, and more.

Facilitated team brainstorms, whiteboarding, journey mapping, rapid sketching, etc. Worked with global clients such as JP Morgan Chase, CNN Money, BB&T, Santander, etc. During my time there I helped secure 3+ contract expansions for IHS.

FREELANCE DESIGNER

AUG 2013 - PRESENT

Various Clients | Denver, CO

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 branding, web design, video editing, ux strategy, user interface design, digital advertising, digital illustration, blockchain, and more.

DIGITAL DESIGNER

MAY 2017 - AUG 2018

French Transit Ltd | Louisville, CO

Responsible for delivery of all digital design assets for 3 national beauty brands - including web graphics, digital advertising, emails, vendor assets and social media. Provided UX strategy, UI design, and prototypes for website relaunch, and managed weekly website updates through content management system. Utilized HTML/CSS to build and deliver weekly email marketing.

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

Led design for all digital and print marketing materials for internal departments as well as franchise owners. Responsible for management of junior graphic designer and vendors, and trained new franchise owners in best design practices.