



## EDUCATION

### MASTERS 2018

**M.A. in Strategic Communication Design, 4.0**  
University of Colorado - Boulder  
Major: User Experience Design, Minor: Brand Design

### UNDERGRADUATE 2013

**B.A. in Art: Graphic Design, 3.5**  
Hillsdale College - MI  
Major: Graphic Design, Minor: Spanish

### ADDITIONAL CERTIFICATIONS

**Enterprise Design Thinking** 2021  
IBM

**Web Design 8 Week Course** 2016  
Galvanize - Denver, CO

**Graphic Design Courses, 4.0** 2012  
Savannah College of Art & Design

## SKILLSET

### SOFTWARE

**Design:** Figma, Sketch, XD, Invision, Framer, Proto.io, Adobe CC, Abstract

**Collaboration:** Zeplin, Miro, Jira, Trello

**Research:** Dovetail, UserTesting, Maze, Typeform, Heap, Google Analytics

### METHODS & LANGUAGES

UX Strategy & UX Design

UI & Visual Design

User Testing & UX Research

Mental Models & User Flows

Mobile & Desktop Design

Wireframe & Prototype Production

Data Visualization

HTML/CSS

Digital Marketing

Agile & Cross Functional Collaboration

Conversational Spanish

## WORK EXPERIENCE

### SENIOR PRODUCT DESIGNER FEB 2023 - PRESENT GUILD | Denver, CO (Remote)

Lead designer on greenfield platform for cross-functional internal admins. Digitizing employer launch and management process that was previously a manual 7+ month process requiring over 20 different engineering squads.

### PRODUCT DESIGN LEAD MAY 2022 - FEB 2023 LEVELS.FYI | San Francisco, CA (Remote)

Founding designer for an early-stage startup championing equal and transparent pay for professionals. Implemented a new design system and led design strategy on a full platform migration that led to a 2x increase in traffic to 1.6 MAU. Designed an automated spam detection experience that reduced spam submissions by over 50%.

### SENIOR PRODUCT DESIGNER JULY 2019 - MAY 2022 TRACKVIA INC | Denver, CO (Remote)

Designed no-code enterprise app software for 20k monthly active users on web & native apps to improve their workflows. Improved usability & business growth through new and iterative features such as reducing duplicate role creation by 88% and increasing Trial onboarding engagement by 74%.

Built the design org from ground up & championed data driven design decisions. Led a redesign of the UI in 2020, delivered the start of a distributed design system, and scaled the design team to 2 members.

### UX/UI DESIGNER AUG 2018 - JULY 2019 IHS MARKIT | Boulder, CO

Designed Mexico's first digital investment platform for Santander. Fintech design focus for global financial institutions, including redesigning Pershing | BNY Mellon's financial advisor platform and developing a new mobile research experience for JP Morgan Chase.

### FREELANCE DESIGNER AUG 2013 - PRESENT Various Clients | Denver, CO

Led strategy and executed various design projects, including UX audits, social engagement platform wireframes, and UI animations for investment platform.

### DIGITAL DESIGNER MAY 2017 - AUG 2018 French Transit Ltd | Louisville, CO

Led UX/UI strategy for website launch, owned CMS and HTML email design, digital assets for 3 national beauty brands, and social media design strategy.

### CORPORATE GRAPHIC DESIGNER AUG 2016 - DEC 2016 Oakwood Homes | Denver, CO

Led digital and print design for Colorado divisions, boosted campaign success by leading social media ads and designing landing pages for paid search.

### SENIOR DESIGNER OCT 2014 - AUG 2016 PostNet International Franchise HQ | Denver, CO

Designed B2B marketing materials for a global franchise, oversaw brand redesign, managed junior designer and vendors, and trained new franchise owners in design best practices.