

SKILLS Figma, Adobe XD, Wireframing, Prototyping, Interaction Design, Information Architecture, HTML, CSS, Responsive Web Design, Visual Design, Brainstorming, Mailchimp, Video Editing, Social Media, Branding

WORK EXPERIENCE**Senior UX Designer**

Wellness Coach | B2B SaaS Start-up

December 2021 - June 2022 | Remote

- Gathered and prioritized feature requirements, user goals, and business goals
- Created sitemaps, information architecture, wireframes, interactive prototypes, and high fidelity interfaces for responsive web, mobile app, Teams and Zoom app.
- Conducted quality assurance testing across all apps
- Built and maintained Figma design system. Created responsive and scalable components.
- Conducted competitive analysis to inform decisions on app restructure and redesign.

Design Director

AiR Everywhere | B2B & B2C Mobile Augmented Reality Start-up

June 2021 - November 2022 | Remote

- All responsibilities from former User Experience Designer role
- Directed the creative vision across all touch points from product to marketing

User Experience Designer

AiR Everywhere | B2B & B2C Mobile Augmented Reality Start-up

May 2018 - June 2021 | Kent, Ohio & Remote

- Third employee, established product design and brand identity for print and digital experiences
- Continuously iterated, wireframed, prototyped, created high fidelity designs for augmented reality app in Adobe XD and game engine Unity
- Conducted moderated and unmoderated quantitative and qualitative usability tests
- Designed and maintained a design system and component library in both Adobe XD and Unity
- Mapped user journeys, created user flows, and conducted market research for our personas
- Built and managed the company website in Wordpress
- Gave artistic direction to contracted 3D artist to complete the vision for featured app video.
- Influenced course correction of strategic direction and saved thousands of dollars in design and development efforts
- Created concept art for augmented reality experiences
- Contributed to product strategy and timeline in JIRA

Digital Graphic Designer Specialist

Proforma | B2B Design Agency

June 2017 - April 2018 | Independence, Ohio

- Designed, coded in HTML & CSS, and scheduled internal and external company emails
- Designed print marketing assets and collaborated with the team to create promotional product marketing campaigns

Lead Web Graphic Designer

216digital | B2B eCommerce Design & Development Agency

August 2015 - June 2017 | Twinsburg, Ohio

- Designed responsive eCommerce websites in Adobe Photoshop
- Designed home pages, product pages, category pages, check-out flows, landing pages, mega menus
- Designed fully responsive websites using Avada theme in Wordpress
- Built email templates in Mailchimp and scheduled campaigns
- Created social media ads, PPC ads, and affiliate marketing ads
- Brainstormed topics and headlines for SEO content writers
- Performed outreach for SEO blog articles
- Managed the social media strategy and paid advertising for one of our largest clients
- Shot and edited product photography for eCommerce clients

WORK EXPERIENCE

Web & Creative Assistant

Kent State University | University Communications and Marketing Web Team

July 2013- May 2015 | Kent, Ohio

- Participated in website redesign, migrated content to new content management system
- Engaged in hands-on research, observed high school focus groups, performed usability tests
- Designed custom infographic icons
- Resized hundreds of images to make them web-friendly

EDUCATION

Interaction Design Foundation

2019 - 2020

Kent State University

Bachelor of Arts - Major in Visual Communication Design

August 2011 - May 2015 | Ohio, United States

COMPETITIONS & EVENTS

Fashion/Tech Hack-a-thon

Mentor & Teacher

2018

Weapons of Mass Creation Festival

Speaker

2017

Hack Battle New York

2016

Fashion/Tech Hack-a-thon

2015

Won "Most Aesthetically Pleasing Design" and "Most Market Ready Product"

Hack Battle Amsterdam

2015