

PROFILE

Passionate user experience designer that brings efficient, collaborative, and creative solutions to digital interfaces through human-centric design that connects with target audiences.

EXPERIENCE**10 Pound Gorilla: 2012 – Present****Creative Director / Design Lead**

February 2017 – Present

- Led and oversaw the research, design, implementation, and delivery of an international association website with over 25,000 members. (www.rotor.org)
- Transformed a nonprofit through a rebrand and website redesign, driving a 60% increase in new users and a 151% increase in time users interact with the website. (www.grandfoundation.com)
- Team facilitator for a diverse group of designers, developers, and clients. Tasks include project estimates and creative direction while empowering both coworkers and clients to execute their goals and achieve success.

Web Designer / Font-End Web Developer

May 2013 – February 2017

- Collaborated on a website redesign for nationwide ecommerce retailer, CrossBreed® Holsters. The redesign helped lead to a 120% increase in product sales — an increase of over \$60,000/month.
- Increased company productivity by implementing project procedures, building reusable UI elements, branding and style guide templates, as well as modular code templates for quick-start proof of concepts and theming.

Intern

January 2012 – May 2013

- Collaborated with team members to design and code multiple public facing websites that integrated into the DotNetNuke content management system.
 - Gained experience in copy writing through the creation of blog posts and assistance in crafting client messaging.
-

RECOGNITION**National Conference Speaker****DNN Summit / DNN CON**

2014, 2016, 2017 & 2018

Selected as a speaker for an annual national DNN conference on 4 different occasions — presenting sessions that covered design methodologies, connecting with target audiences, and best coding practices.

EXPERTISE**Skills**

- UI/UX
- Creative Direction
- Team Management
- Branding
- Content Strategy
- Copy Writing
- Wireframing
- HTML/CSS/SCSS/JS
- DNN CMS

Tools

- Sketch
 - Adobe Creative Suite
 - Sublime Text
-

EDUCATION**BFA in Communication Design****Texas State University / 3.8 GPA / Magna Cum Laude**

August 2009 – May 2013

Rated as one of the top graphic design schools by GDUSA — an emphasis was placed on interaction design with a strong focus on understanding and mastering core design fundamentals.