

## BACKGROUND

Cross-functional designer with 11 years of professional experience in roles encompassing product design, interaction design, visual design, and UI/UX. Demonstrated ability understanding user needs and working with diverse teams to design compelling and easy to use products. As an User Experience Adjunct Professor, solid background applying end-to-end design process and best practices.

## EDUCATION

### University of Colorado Boulder

Boulder, CO

#### M.A. Strategic Communications Design

- Concentration in User Experience (UX) Design and Brand Design
- August 2018

### George Mason University

Fairfax, VA

#### B.S. Marketing and Management

- 3.82 GPA; Magna Cum Laude; Dean's List
- May 2010

## EXPERIENCE

### The Integer Group

08/2020 - Present

#### Sr. UI Designer

- Responsible for delivering all aspects of design, including defining user needs, establishing visual design systems, creating high-fidelity prototypes, and designing user interactions for a wide variety of clients, including Starbucks, Fannie May, and Prologis
- Currently serving as Lead UI Designer for a global logistics real estate company, tasked with creating and executing a visual design system for corporate and regional country websites
- Served as UI Designer for the Starbucks Coffee At Home website redesign, tasked with executing visual strategy across desktop, tablet, and mobile viewports and assisting with UX strategy, interaction design, information architecture, and accessibility
- Developed UX strategy for integrating new products and seasonal campaigns across the Starbucks Coffee At Home website

### University of Colorado Boulder

08/2020 - Present

#### Adjunct Professor, User Experience Design

- Leverage background in user experience design to educate college students on UX/UI best practices and facilitate hands-on-learning

### Sevatec, Inc.

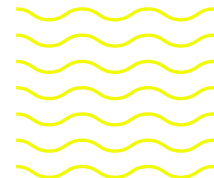
12/2011 - 10/2020

#### Sr. Graphic Designer / UI Designer (10/2018 - 10/2020)

#### Sr. Graphic Designer (08/2017 - 10/2018)

#### Graphic Designer / Proposal Coordinator (12/2011 - 08/2017)

- Leverage UI/UX and visual design best practices to create user-centered digital and print communications, including websites, marketing collateral, and multi-million dollar proposals
- Lead web design and brand development projects for corporate joint venture partners, including ITSAgile, SevaTruck, LinkTec, and AgileSFS
- Develop wireframes, information architecture, site maps, prototypes, and visual and written content for corporate websites



## EXPERIENCE

### Self-Employed

09/2012 - Present

### Freelance Product, UI/UX, and Graphic Designer

- Design custom WordPress websites and a wide variety of digital and print communications, including marketing collateral, social media graphics, transit ads, and web banners
- Recently worked with Atlas, a healthcare start-up, to design the user interface of their philanthropic reimbursement software platform

### Computer C.O.R.E.

01/2017 - 06/2017

### Lead Instructor (Volunteer)

- Develop and deliver classroom-based computer training to adult ESL students over the course of a 6-month program

### UNICOM Government, Inc. (formerly GTSI)

07/2009 - 12/2011

**Graphic Designer** (03/2011 - 12/2011)

**Business Capture Associate** (06/2010 - 03/2011)

**Proposal Intern** (07/2009 - 06/2010)

## HONORS AND AWARDS

### University of Colorado Boulder

05/2018

### Catalyze CU Startup Accelerator

- Selected to participate in a 10-week, summer startup accelerator program
- Presented at CU Boulder's Innovation & Entrepreneurship Campus Kickoff, and Catalyze CU Demo Day, each with more than 200 attendees

### University of Colorado Boulder

03/2018

### New Venture Challenge (NVC) Women's Entrepreneurship Prize Finalist

- Selected as a finalist for CU Boulder's NVC, which recognizes up-coming entrepreneurs and startups

### Sevatec, Inc.

2016, 2014, 2013

### Star Performer Award

- Recognized for outstanding performance and contribution to company growth and success

### Sessions College for Professional Design

05/2014

### Finalist for The Tibet Fund Design Competition

- Selected as a finalist for the spring design competition, which required designing a marketing kit for the program sponsor, The Tibet Fund

## SKILLS

### UI/UX

Sketch, InVision, Abstract, Zeplin, HTML, CSS

### Adobe

Illustrator, Photoshop, InDesign, Acrobat Pro, LiveCycle Designer

### Microsoft Office

Word, PowerPoint, Excel, SharePoint, Visio

### CMS

WordPress, Wix, Weebly