



SKILLS

UX research	Branding
Personas	Logo development
Wireframing	Visual ideation
Prototyping	Style tiles
User interviews	Iconography
User testing	

TOOLS

Sketch	InVision
Illustrator	Axure
Photoshop	HTML5 / CSS3
InDesign	
Keynote	

EDUCATION

UNIVERSITY OF MASSACHUSETTS
Amherst, MA

BA, Sociology
BA, Communication

EXPERIENCE

● PRODUCT DESIGNER

SpotOn Inc, Chicago

September 2016 - Current

- Responsible for both the UX and UI design of our digital products from conception to handoff to developers, for native mobile, responsive web, and POS systems, in an Agile environment
- Gathered requirements, talked to stakeholders and SME's, participated in road mapping business strategies and product goals, conducted competitive analyses of other domains and products, ideated and collaborated with other members of the design team, created wireframes, flows, and other product documentation, gathered and synthesized product feedback utilizing analytics tools and inquiries with product support and sales, created prototypes in InVision
- Created the look and feel of digital products in Sketch. contributed to creating, stylizing, and organizing design system; created pixel-perfect" screens for handoff to developers. familiarized myself with the limitations of product platforms, worked together with developers to ensure correct implementation of designs, flows, interactions, animations, etc.

● UI/UX DESIGNER

DESIGNATION, Chicago

November 2015 - April 2016

- Studied and implemented design thinking, user interaction principles, Agile methodology, and front end development over an intensive 70+ hour/week, 18-week bootcamp
- Performed collaboratively in a team environment to create an equity crowdfunding platform as part of an exploratory project; interviewed entrepreneurs and investors, researched the startup and crowdfunding markets, synthesized data into wireframes and mid-fidelity prototypes, conceptualized and iterated on the platform's interface and interaction elements, and performed user testing utilizing InVision prototypes
- Worked with Yolobe, a startup intended to provide career networking for teens, translating wireframes into high-fidelity mockups for their mobile user interface; Conducted user testing
- Designed the UX/UI for Quiddity Solutions on their product, a startup platform intended to reduce costs and provide greater transparency to both doctors and patients; evaluated their MVP, conducted usability testing and interviews with physicians, created and iterated on wireframes and clickable prototypes

● FREELANCE ARTIST & DESIGNER

May 2010 - Current

- Worked with Grubhub to design the trade show booth, as well as print and digital content, for their collaboration with the Administrative Professionals Conference; designed print and digital content for their collaboration with the University of California, including the stadium videoboard graphics for the annual football game against Stanford ("The Big Game"); designed various emails for mass distribution
- Collaborated with Nike/AKQA on their Train Chicago project, designed and installed a large scale mural that evolved over an eight week pop-up event involving top trainers and professional athletes
- Lead installations and interactive events for Pernod Ricard
- Designed apparel and accessories for LRG Clothing
- Designed and installed large scale murals
- Integrated traditional sign-painting, calligraphy, and graffiti into digital design practices