

## PROFESSIONAL SUMMARY

Human-centered designer with 13+ years of diverse work experience in design and innovation to transform customer experiences within hospitality and retail. Skilled at designing services and digital products that align with business strategy and are also organic, accessible, and holistically adopted. Expert at connecting with others to drive cross-functional collaboration and consensus in fast paced, Agile, and growing environments to achieve CX goals and financial targets.

## EXPERIENCE

### User Experience Designer

Tractiv | Denver, CO | 08/2022 - Current

- Set UX strategy and designed a sprint to build UX and service design capabilities throughout the fast-paced agile start-up environment. Translating stakeholder requirements to interactive and compelling user interfaces within Tractiv's desktop applications.
- Building a culture of growth mindset by utilizing creative thinking and rapid prototyping to iterate quickly on designs that achieve both user needs, business objectives, and technical constraints with verified results from testing.
- Create and collaborate to define requirements for digital experiences by translating human-centered design principles into actionable initiatives informed by heuristic evaluations, and user research.

### Contract User Experience Designer

Paymnt | Denver, CO | 07/2022 - 08/2022

- Mobile application design for Last Mile Delivery to improve user experience and increase revenue while creating a cohesive customer experience by using transparency and live user data.
- Conducted user interviews, competitive & comparative analysis, heuristic analysis, affinity mapping, persona development, user flows, design studio, sketching, wireframing, usability testing, and rapid prototyping to present to the stakeholder to improve app design.

General Assembly | Denver, CO | 02/2022 - 08/2022

- 480+ hours of expert-led instruction and hands-on learning of UX design fundamentals. Managed a full lifecycle of digital UX projects (website and mobile application) for clients from concept to operationalization.
- Collaborated with strategic partners to co-create seamless integrated customer experiences. Conducted research, workshops, service blueprints, wireframes, prototypes, and usability testing, to craft impactful customer experiences. Client project examples include:

I) NASA: *High-fidelity prototype and interaction design with a new feature for the iOS mobile application.*

- Reduced the time it took to search for content while also restructuring the IA, added a custom newsfeed feature to follow content you choose to follow, along with a bookmark tab and folder to save content for later.
- Increased satisfaction of usability by 63% by designing changes informed by user research, and usability testing with 8 users.

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II) Revolte Goods Gift Shop: *Redesigned product shop for a gift shop focusing on making the eCommerce site more streamline and easier to navigate.*

- Designed lo-fi, mid-fi, and hi-fi wireframes and clickable prototypes for 100 items on the website.
- Research methods conducted included user interviews, competitive & comparative analysis, affinity mapping, user flows, site map, sketching, wireframing, card sorting, SWOT analysis, usability testing, and prototyping.

## SKILLS

### UX Skills:

User Interface Design	Digital Strategy	Agile Methodologies
User Experience Design	Human-Centered Design	Personas & Journey Mapping
Visual Design	Advanced Prototyping	Usability Testing

### Design Tools & Software:

Figma/FigJam	Adobe Suite	CMS	HTML / CSS
Sketch	Procreate	Jira/Atlassian	Mac
Invision	Google Analytics	Asana/Trello	Windows

## EDUCATION & CERTIFICATIONS

### General Assembly | Denver, CO

User Experience Design Immersive, 05/2022 - 08/2022

Full-time, 450+ hours, 12-week project-based program taught by industry leaders.

### Udemy | Denver, CO

UI/UX Theory and XD Certification, 02/2022 - 05/2022

Full-time, 320+ hours, 8-week project-based program taught by Adobe industry leader.

### University Wisconsin Stevens Point | Stevens Point, WI

BFA in Graphic Design, Minor in Anthropology

Graphics, multimedia, typography, visual design, sociology, and anthropology.

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