

Overview

I successfully apply business strategy, research and analysis, content generation, visual design and technology to create compelling and engaging user experiences. I'm resourceful and passionate, please check out my work and get in touch.

Education

Ohio University 2011 . Athens, Ohio

Bachelor of Science in Visual Communication, Interactive Design
College of Business : Management Information Systems

Work Experience

Experience Design Consultant . Present

Brand Story Strategist & Designer

Independent consultant focusing on UX, Interaction Design, Product Strategy and Creative Direction. Working directly with internet companies and digital product teams, I successfully blend business goals, user insights and needs, design leadership, technological capabilities, and product marketing to create experiences that exceed client objectives. These skill-sets have enabled me to design for web, mobile and tablet applications, social campaigns, and interactive TV experiences.

Specialties: Interaction and experience design, user research and testing, product strategy, lean and agile methodologies, cross-discipline collaboration, team management, and specific UX deliverables including: personas, competitive audits and analysis's, user flows, sitemaps, interactive prototypes, wireframes and technical specification docs.

Arnold Worldwide . November 2014 - April 2017

Senior UX designer

As a Senior designer at Arnold, I worked closely with creative teams and clients to spark, shape and scale interactive ideas into their most usable, useful and compelling form. In this role I have lead project teams to successfully weave user empathy, systemic-thinking & iterative design into the creative process for various clients.

Iris Worldwide . September 2012 - May 2014

IA/UX designer

I was brought on at Iris as an Information Architect/UX designer to assist in bringing their digital brand experiences up to date. This task included redesigning brand websites to responsive layouts, incorporating social media campaign efforts and working with third-party vendors to align SEO and CRM best practices.

Code and Theory . October 2011 - August 2012

UX designer

In Fall 2011, I was hired as a UX designer for various types of projects. I began work with Comcast including, design for an all-in-one services experience for mobile and tablet, UI for on-screen notification systems, as well as other projects that are due to market late 2012. While working with Comcast, I traveled to Philadelphia 2-3 days a week to work on-site directly with their engineering teams. Additional projects included web and mobile experiences for editorial fashion clients such as DuJour Magazine and Bureau of Trade.

Technical Skills

Adobe Creative Suite . Agile Development . Axure . Content Management Systems . CSS, HTML . Final Cut Pro . Google Analytics . Interactive Prototyping . InVision . iWork . Jira & Trello . Microsoft Office & Visio . Omnigraffle . Principle . Sketch

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