

## Experience

- Brand, Product, & Experience Design @ Radical\_Eyez APR 2020 - PRESENT
  - Personal brand developed to provide design services to activist groups, artists, and niche fashion clients
- Sr. UX Designer @ St. Jude Children's Research Hospital OCTOBER 2021 - APRIL 2022
  - Approached each interaction, method, and artifact with a focus on whether, and how, it supports our mission
  - Took a high-priority, troubled (organizational misalignment, team retention, etc.) project successfully through design, testing, and into a beta/first release
  - Led the charge on defining Design culture at ALSAC and assessing where the greatest need for changes may be
  - Pushed iteration for workflows and remote work rituals that were causing pain and frustraion to the team
- △ Sr. UX Designer @ LifeVantage MAY 2021 - OCTOBER 2021
  - UX Design and creative direction for full redesign of the e-commerce, responsive web experience and branding
  - Established and documented Research and Design processes
  - Began the redesign of a mobile app which improved marketing and distribution of products
  - Worked with technology and product stakeholders to develop internal processes from scratch
- Principal Product Designer @ The Change Company DEC 2020 - MARCH 2021
  - Led design from conception through go-to-market on three Fintech products: a mortgage preapproval tool, an e-commerce experience for brokers purchasing mortgage securities for banks, and a banking app to assist underbanked and unbanked users with the structural difficulties of being low-income
  - Worked with technology and product stakeholders to develop internal processes from scratch
- Product Designer @ Rainfocus SEP 2019 - APR 2020
  - Delivered green-field project on time which automated workflows, shifted work from in-house to SaaS delivery, and saved countless hours while generating better outcomes
  - Helmed a large scale, product-level research initiative, introducing new methodologies and producing artifacts that ensured high levels of alignment
  - Built and improved Design process within Scrum framework, proactively educating the team on best practices while learning about theirs as well
- △ UX Designer @ Symantec APR 2018 - SEP 2019
  - Spearheaded creation of design system, eventually leading to company-wide standardization effort
  - Educated nondesigners on the value of design done right; established cross-functional process
  - Work on multiple products defining success metrics, getting team buy-in on product vision, research, sketching for minimal input/maximum output, UI design, prototyping and testing, presenting, etc.
- UX Design Mentor @ DevMountain JAN 2018 - APR 2019
  - Answering questions, providing guidance, teaching, running workshops, helping students however I can
  - Ask questions of students to facilitate critial thinking and dialogue
  - Provide real world context for why and how methodologies/theory are effective
- UX Designer @ Tölvur FEB 2018 - MAR 2018
  - Created landing page to measure & increase interest, as well as validate business ideas
  - Assisted with the creation of a growth hacking and marketing plan
  - Created branding for Tölvur by leading collaborative sessions with CEO
  - Furnished an investor pitch deck designed to persuade

## Education

- △ d.MBA OCT 2018 - JAN 2019
  - First business course from former IDEO business designer, Alen Faljic, developed specifically for designers
  - Material included industry and competitor analysis, business models and strategies, metrics for business and design, and prototyping with numbers
- DevMountain AUG 2017 - DEC 2017
  - Partially self-taught with articles, courses, and books before enrolling in DevMountain to gain access to direct mentorship and project curriculum
  - Learned from senior level designers to design directors from companies like Adobe and Lucid
  - Maximally leveraged my time there by reducing my hours at work and spending all free time practicing, reading, and speaking with my mentors and instructors
- Salt Lake Community College JAN 2016 - MAY 2017
  - Enrolled in the Architecture program where I became familiar with design thinking and other design principles
  - After researching UX Design, determined I would prefer the faster iterative cycle and more quantifiable impact of a digital design discipline