



## Hello!

I am a UX Designer with 10 years of graphic design experience. I love balancing the big picture with the finer details in order to set a product apart.

## Projects

### Committed App

Internship, September-October 2019

- Clarified product vision & focus and identified business niche via research & user interviews.

### Women Who Date Women Dating App

Student Capstone Project for Springboard, 2019

- The main challenge was figuring out how best to facilitate interaction between women when they have not been socialized to “hit” on other women.  
<http://bit.ly/w2w-ux>

### Savr’s Recipe App

Solo Design Sprint Exercise for Springboard, 2019

- Improve the instructions for recipes so novice, home chefs can successfully cook new dishes.  
<http://bit.ly/savr-ux>

## Experience

### Independent Graphic Designer

June 2008-Present

- Educate and design strong brands for a variety of small business owners ranging from a speech therapist to a supplement company.
- Consult, collaborate, design and executed hand drawn chalk art with quick turn-around times for clients ranging from a small garage-brewery to the University of Texas in Austin, TX.
- Co-designed a complete identity system for Necessary Evil clothing boutique in Bangalore, India in 2008.

### Graphic Artist Associate Whole Foods Market

February 2014-May 2015

- Created seasonal displays for major holidays, events, sales and promotions in a fast-paced environment.
- Best looking store in Austin, Valentine’s Day 2016.

## Education

### UX Design Career Track Certificate

Springboard  
October 2019

### BFA in Graphic Design

Fashion Institute of Technology  
New York, NY  
May 2008

### Information Design Term Abroad

University of Arts London  
London, England  
Autumn 2007

## Skills

### UX Design

Secondary research, screener survey, user interviews, user stories, personas, heuristic evaluation, competitive analysis, site map, user flows, ideating and sketching, wireframing, wireflows, lo-fi and hi-fi prototyping, user testing, design sprints .

### Technical

Adobe XD, InVision, Optimal Workshop, Photoshop, Illustrator, InDesign, Google Docs, Illustration.

### Soft Skills

Verbal & Written Communication, Listening, Organization, Time Management, Focus, Enthusiasm.

## Extra

OpenIDEO Austin Chapter Organizer, 2020