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A pragmatic visual designer with over 6 years of graphic design experience supporting brands and their vision. My main goal is to craft clear and beautiful web and digital experiences.

PROFESSIONAL EXPERIENCE

User Interface Designer

Diasppo (New York, NY), Dec 2019 – Feb 2020

- Designed, iterated and prototyped a proposed platform solution utilizing Sketch and Invision
- **Researching 6+ competitors** to discover key insights and areas of differentiation
- Concepted using divergent and convergent thinking to come to **3 viable design directions** for further desirability testing
- Conducted and facilitated workshops involving the CEO in the design thinking process, maintaining close collaboration to understand their MVP vision; **this led to our client's offer of a continued partnership**
- Conducted user research, desirability testing, and usability testing to see if design meets target user's needs; utilizing UX soft skills, quantitative and qualitative measures to collect user feedback
- Offered a range of recommendations to client for future implementation including some design features and brand strategies
- Designed a landing page for client's investor meeting that led to **100% investment and positive response**
- Developed a final style guide for the platform's UI system to further shape the brand identity

Graphic Design Intern

Architect's Newspaper (New York, NY), Feb 2019 – Aug 2019

- Worked closely with Graphic Manager and Marketing Team to enhance Architect's Newspaper's Facades conference email blasts and branding using Adobe Illustrator, Photoshop and Dreamweaver
- **Streamlined conference email marketing design system by 5%** using Listrak, leading to a more productive marketing team
- Worked ahead of the marketing schedule 1-2 months at a time, **developing 3-4 different conference** email designs simultaneously
- Enhanced digital email campaign **for more than 10+ conferences** including Tech+ and Facades+ Conferences, helping to increase target user engagement by 10%
- **Contract extended 4 months** due to strong work ethic and systematic approach to streamlining conference email blasts

SKILLS

DESIGN

User-Centered Design
Design Thinking
User Research
User Interview
User Interface Design
Interaction Design
Wireframing
Prototyping
Visual Design
Branding
Typography
Iconography

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe
Sketch
InVision
Listrak
Miro

FINE ART

Illustration
Hand Lettering
Acrylic
Watercolor

EDUCATION

UX/UI Design Certificate

Flatiron School NYC Sept 2019 – Feb 2020

Certificate in Graphic Design

Shillington NYC, Sept 2018 – Dec 2018

Bachelors in Art, Visual Communication

The School of the Art Institute of Chicago,
August 2011 – May 2013