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Skills

Design

User Flows
Wireframing
Prototyping
Visual Design
Information Architecture
Design Thinking
Storyboarding
HTML/CSS

Research

Usability Testing
Personas
Journey Maps
Workshop Facilitation
Affinity Diagramming
Card Sorting
Tree Testing
Google Analytics

Software

Figma
FigJam
Maze User Testing
Pendo
Miro
Illustrator
InDesign
After Effects

Experience

CURRENT

ActiveCampaign Product Designer

- Design and ship eCommerce specific features for 25,000 users utilizing our Shopify, WooCommerce, and other eCommerce integrations.
- Redesigned the onboarding and reporting experience that resulted in 177% growth of customers leveraging integrations, a key indicator of retention.
- Led redesign of navigation information architecture, improving task discoverability by 30%.
- Mentor junior designers and present eCommerce use cases to the rest of the company in order to evangelize the customers' needs to influence product strategy.

SEPT 2020

SEPT 2020

Zylo Sr. Product Designer

- Led design at start-up, leading cross-functional ideation workshops to gather product requirements and arrive at MVP solutions within 6-week product increments.
- Designed feature enhancements to workflow tool, which resulted in increased user adoption by over 100%.
- Led and influenced the team to adopt user research and usability testing into our product development cycle.

SEPT 2019

SEPT 2019

Salesforce Product Designer, R+D

- Led design for internal sales productivity tools with a cross-functional team.
- Initiated the team's first user research efforts and developed personas, user journeys, and product recommendations which directly impacted product strategy.
- Led colleagues in a Design Thinking course which taught us to implement a design thinking framework into our projects.

APR 2018

APR 2018

Appirio UX Designer

- Created wireframes, high-fidelity designs, and prototypes to support internal marketing efforts and client Salesforce projects.
- Led usability test sessions and recommended improvements to our corporate website.
- Created winning sales pitch decks and videos.

JUNE 2016

Education

University of Southern Indiana Class of 2015

Major in Graphic Design & Interactive Media, Minor in Marketing

Recognition

Panel Participant: Rosenfeld Media Enterprise Experience Conference 2019

Speaker: Indy Design Week 2019

Innovation Award: Salesforce

Rookie of the Quarter: Salesforce