

Senior UX designer with 11 years of experience designing for responsive web, mobile iOS, and Android using multiple design softwares over the years including Figma, Adobe Suite, Sketch, Balsamiq, and Axure. I've lead and mentored junior and senior designers alike, clients, stakeholders, web developers, and business analysts to create the best UX practices for the end user. I've designed for a large variety of clients from B2B, B2C, finance to retail to fashion to restaurants to the U.S. government. I'm a holistic designer starting from competitive research to user interviews to journey mapping to low fidelity wireframes to high fidelity mockups to UX/UI quality assurance throughout the development cycle. Pro at spelling.

## EXPERIENCE

### Edward Jones

Senior Lead UI/UX Designer

May 2023–Jan 2024

- Solely Designed in-house iOS iPhone and iPad B2B apps to aid internal financial advisors in their day to day tasks for their clients such as looking up financial information/graphs or submitting documents and checks.
- Aided both frontend developers on my team and other UX designers on other teams for their own work on other teams in the company. Mentored UX researchers in their presentations.
- Created and organized component libraries for my assigned apps.
- Designed data business graphs to further help and visualize information for EJ employees.
- Converted 44% of desktop-only business analysts to using mobile devices for their daily operations.

### California Government

Senior UI/UX Designer

Mar 2022–Nov 2022

- Solely wireframed clickable Salesforce Lightning desktop/mobile prototypes and mockups in Figma for extensive new and reworked features for local California government employees to help them receive aid from FEMA.
- Held extensively UX research interviews with California government employees and residents to better cater to them and their needs regarding disaster relief.
- Collaborated with the California government, business analysts, and offshore/onshore developers to create better and more satisfying online Salesforce products.
- Local government officials and firefighters across California now use my web tools to save lives more efficiently at +75%.

### ITN Networks

Senior UI/UX Designer

Dec 2019–Dec 2021

- Wireframed clickable prototypes and mockups for extensive new features within ITN's new software ProvantageX; a desktop website using existing heavy data to solve for new and ever growing business needs for buying and selling timeslots.
- Collaborated with business leaders, business analysts, developers, and managers to satisfy all sides of the needed tasks. Lead a team of 2 designers and 2–4 business analysts.
- Redesigned existing features to satisfy new client needs. Interfaces were extremely feature rich and data heavy.
- Simplified major complex feature requests into visually digestible dashboards, tables, and graphs.
- My software demos successfully sold ProvantageX to large clients and even political parties, creating \$1M–5M in revenue.

### Intermix

Lead UX/UI Designer

Apr 2018–Dec 2019

- Solely mocked up multiple solutions for Intermix's, then under The Gap, product display page and the checkout process for desktop and mobile.
- Redesigned existing web pages such as the location list and store finder page.
- Increase user purchase and click through rate on all pages throughout the website.
- Converted the majority of in-person shoppers into online shoppers by 60%. Increased click-through rate by 52% and brought in 20,000 more email subscribers.

### Mezocliq

UX/UI Designer

Jun 2016–Sep 2017

- Designed both b2b and b2c desktop web pages for Mezocliq's feature rich and data heavy business analyst software.
- Collaborated with business analysts and developers to modernize and simplify the website's complex, amorphous interface

### Pride Global

UX/UI Designer

Jan 2016–Mar 2016

- Solely created extensive desktop/mobile wireframes to create a website wholly from scratch to help recruiting firms.
- Interviewed and collaborated with multiple employees to help bring their user needs into a reality.
- Created a colorful style-guide and data charts to help multiple types of users within a very complex and communicative system.

### BPS Media Solutions

UX/UI Designer

Jun 2015–Jan 2016

- Designed responsive websites and emails.
- Clients: Cuisinart, Dairy Queen, Centers Healthcare

### B&H Photo

UX/UI Designer

Mar 2015–May 2015

- Designed several features for the e-commerce mobile site and app.
- Target was so impressed by my designs they said they plan on doing similar designs.

### Photon

UX/UI Designer

Oct 2013–Mar 2015

- Sole UI/UX designer for iPhone/Android apps and responsive sites.
- Clients: Saks, BassPro, Neiman Marcus, JCPenney's, Olive Garden, American Eagle, Royal Bank of Canada, US Bank, Viggle, BJ's Restaurants, Lincoln Financial, McAfee, Merck.
- Extensive scrum meetings with clients, project managers, and developers.

## CONTACT

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New York, NY

## SKILLS

Figma

Salesforce Lightning

Photoshop

Illustrator

Axure

Sketch

Invision

Wireframes

Wordpress

Mobile Applications

Google Analytics

Responsive Web

Mac & PC

iOS

Android

B2B

B2C

UX Research

User Interviews

Windows Mobile

Design Presentations

Spelling Bee Champ

## EDUCATION

Syracuse University 2009

BFA Communications Design

Minor in History

References Available