

PRESCRIPTION

User Experience designer with over 10 years of experience working and consulting for large corporations, startups, e-commerce and consumer brands, wielding a background in marketing, advertising and graphic design for digital and print platforms.

Skills and Technical Competencies

- Full Stack web developer, including front-end and back-end development, database management and deployment knowledge
- Branding, advertising & digital strategy (multi-touch point email, web and mobile ad campaigns)
- Wireframing (Figma, Figjam, Sketch, Sketch Toolbox, Zeplin, Adobe Creative Suite, OmniGraffle)
- Prototyping (Axure, Invision, iRise)
- User research (planning, worksheet creation, group and one-on-one interviewing and moderating)
- User experience design (heuristic evaluation, card sorting, personas, scenarios)
- User Interface design (happy path flow, user journeys, personas, mvp, benchmarking)
- Responsive design on desktop, mobile, tablet and 3rd screens
- Fluent in French and high school level Spanish

Experience

Senior User Experience Designer

Ancestry (April 2022-February 2023)

- Designed modular components for mobile web and desktop home page, based on user research, to promote tailored content to logged in users.
- Co-led an effort to better measure design success throughout company utilizing latest industry standards, including score cards, and briefs
- Joined and led strategic discussions to define the future state of the home page for logging in users
- Crafted prototypes and user experience designs for rapid statistical testing
- Collaborated directly with development team to streamline rollout process and accelerate development of interface components
- Documented existing home page based on obsolete design system and created updated components with current design library streamlining development of components

Senior User Experience Designer

Critical Mass @Apple (July 2019-April 2022)

- Designed modular framework for 2018 & 2019 holiday marketing campaigns
- Redesigned the end-to-end checkout experience to coincide with the release of new hardware
- Adapted ecommerce user experience flow to enable purchases through major credit system used in India allowing millions of users to purchase directly through Apple
- Enhanced existing purchase flow to enable activation of cellular carrier directly at the point of purchase, making it more efficient for customers to purchase and activate their phone all directly through the Apple ecommerce site

Lead UX designer

Wells Fargo (March 2017-June 2019)

- Initiated and created a glossary to unify language between client and partner

- Reviewed and advised engineering teams on usability standards
- Created guidelines for implementation and integration of custom Salesforce solutions
- Designed custom wireframes and interactive prototypes
- Conducted user research for groups and individuals using digital and paper research methodologies

Global UX/UI Designer

Uniqlo (August 2016-June 2017)

- Ideated, created and designed mockups for European & American mobile & desktop channels
- Established, tested and applied complex design and topographical systems across mobile web
- Synced design, feel and brand identity of western e-commerce site with existing Japanese design
- Compiled & organized historical design systems to generate style guide for new mobile web app

UX Designer

Walmart Labs (February 2016-June 2016)

- Constructed, ideated, and designed wireframes and mockups for iOS and Android versions of Walmart Pay, a mobile transaction system enabling users to pay for purchases with their phones
- Facilitated and organized a session at Walmart Labs' annual UX summit
- Designed and created a set of 12 original icons for use across Wal-Mart's customer-facing website

Lead UX Designer and Strategist

Brilliant Experience (2014-2015)

- Proposed & designed user experiences for corporate & government clients' mobile & web platforms
- Designed user research materials and conducted user interviews for the National Institutes of Health
- Advised clients on best-practices for mobile and web platforms including gestural interactions
- Developed new brand guide for major government client's print and digital products, designed user testing questionnaires, and built working prototypes of mobile app

User Interface and User Experience Designer

DubLabs (2012-2013)

- Created user interface and user experience for mobile applications serving college student end users
- Re-branded mobile application for institutional clients including Harvard and Cornell University
- Helped create a content strategy for website redesign with sales team and art director

User Interface and User Experience Designer

Smartsoft (2011-2013)

- Designed wireframes, style guides and associated assets for iPad, iPhone, Android and Blackberry mobile platforms on behalf of clients including The Home Depot, SAP, Safe-Guard and Mobile Labs
- Evaluated usability of original application and created new interaction design guidelines
- Our Home Depot iPhone app appeared #3 in the Apple App Store shortly after its release

Digital Creative Contractor

The InfoWEST Group (2008-2010)

- Advised CEO on social media strategy and design best practices for social media platforms
- Produced visual design standards, print ad campaigns, and site architecture for corporate clients
- Promoted French Int'l Culinary Association events, resulting in 20% increase in tickets sales

Volunteer

Design and UX Consultant

Xochtil Justice Press (2015-2016)

- Designed, photo edited, and created 22 children books authored by low income youth
- Advised on design best practices and created visual standards for current and future books

Co-Founder and Brand Manager

Yes Please More Please (2014-2016)

- Created logo, product mock-ups, website visuals, and online promotions for pop-up dining concept
- Facilitated and participated in business strategy decisions

Events Planning Committee Chair

Ad2Dc Public Committee (2011- 2012)

- Provided web design and advertising services to a non-profit client, mentoring young girls

Visual Design Lead and Camp Coordinator

Meso Creso (2009-2015)

- Awarded a grant for outdoor art installation using recycled objects
- Elected to serve on a 7-person body coordinating a multicultural artist collective with 50 participants
 - Established visual design standards and branding guidelines
 - Coordinated numerous events and construction of interactive art installations in multiple locations
 - Contributed to visual design for interactive art projects, camp space, flyers, posters, and signage.

Education, Training and Certifications

Full Stack Coding Certificate

UC Berkeley Ext (2023)

- Intensive full stack software development program
- Covered modern web development techniques including front-end and back-end development, database management, and fluent in multiple software languages and usage of new packages and programs to implement various web development strategies.

User Experience Program

General Assembly (2015-2016)

BA in Advertising

The Art Institute of Washington (2009)

- Graduated *Cum Laude*
- Awarded Dean's list (two quarters) and honor student (three quarters out of four in 2010)

AS in Business Administration

Northern Virginia Community College (2008)

- Graduated *Magna Cum Laude*
- Dean's List (one quarter) and Presidential Scholar (two quarters)
- Member of Phi Theta Kappa Honor Society