

UX/UI Designer

UX/UI designer with a background in customer service and product marketing. Highly adaptable, creative problem solver with experience working across multiple teams to provide solutions and successful user experiences.

Experience

UX/UI Design Program | CareerFoundry

New York, NY | January 2021 – Sept 2021

- Dedicated over 600+ hours focusing on UX/UI methodologies with training and mentoring from industry experts.
- Created portfolio projects that showcase all parts of the design thinking process through user research, user interviews, wireframing, prototyping, all the way to visual design, creating a completed task management solution for users.

Rounds BA Management

New York, NY | Oct 2016 – March 2020

Founder / CEO

- Created a business to hire brand ambassadors to direct and execute a wide range of consumer and industry focused media campaigns.
- Manage experiential activations which include securing permits, creating branded premiums, and managing brand ambassadors.
- Served as a liaison and handler for notable personalities and press on behalf of studios.
- Developing and maintaining relationships with media, promotional contacts, market influencers, community leaders, and grassroots organizations.
- Planning and staffing events from start to finish, including creative and logistical execution.

Allied Integrated Marketing

New York, NY | Nov 2015 – Oct 2016

Coordinator

- Assisted on ideation and execution of market campaigns for a portfolio of clients in the entertainment industry.
- Reported to top-level studios for events produced surrounding advanced screenings and pre-release receptions.
- Hired and oversaw interns, brand ambassadors, and teams for a variety of projects related to the creation of custom digital marketing and promotional campaigns with over twenty million digital impressions.
- Created and maintained relationships with promotion and marketing directors at print, radio, and television publications, as well as online.

Daylight Security Group

New York, NY | Apr 2014 – October 2015

Office Manager

- Collaborated with other co-founders in the design and development of a cybersecurity solution which integrates several best-of-breed security products into a single, user-friendly dashboard.
- Led front-end development and visual design of the product, while assisting in the architecture, API design, and business aspects of the company.
- Participated in the building of several strategic partnerships with companies such as Palo Alto Networks, Hexadite, SECD0, and Bracket Computing.

Education

CareerFoundry

January 2021 – Sept 2021

User Experience Design Certification

New York Institute of Technology

Sept 2006 – May 2010

BS, Computer Science and
Information and Computer Security

Skills

Market Research
Competitive Analysis
User Feedback
User Interviews
Wireframes
Prototypes
User Surveys
A/B Testing
HTML
CSS

Tools

Adobe XD
Figma
Balmasiq
Invision
Photoshop
Excel
Word
PowerPoint