

User Experience Designer

Brooklyn, NY

Skill / Tools

- Lead agency UX research, competitive analysis, information design and client reporting processes.
- Created user-focused strategies for validating websites, marketing campaigns and apps.
- Continuously iterated on concept models through user testing.
- Managed projects across design, development and marketing to ensure cohesive products and stakeholder satisfaction.
- Clients include: CrossFit, FlatRate Moving, Nokia, LendKey, BCNY, H2O.ai, Classroom, Inc., Hexagon MI, MyCheck, FixtHub, NYXT, Unpakt

- Reduced time-to-value for current user personas by redesigning site navigation and mobile experience.
- Ensured smooth growth into new markets through user research and stakeholder interviews.

- Coordinated 60-65 pet care employees and over 2,000 clients
- Managed payroll, scheduling, billing, training, marketing.

- Assisted one of the top selling residential real estate teams in the area. Designed brochures, wrote marketing copy, held open houses and regularly interfaced with clients.

Education

User Experience Immersive Program General Assembly 2016

B.A. Political Science Guilford College 2008

User Research

Critical Thinking

Surveys

Interviews

Group Facilitation

Remote Testing

Google Analytics

Mixpanel

Prototyping

Axure

Framer

inVision

Hype

Unity

Design

Pen & Paper

Sketch

Adobe CC

HTML/CSS

JS/JQuery

Management

Trello

OOUX

Basecamp

Teamwork

Quickbooks

Other Skills

Woodworking

Metalworking

Furniture Design