



EDUCATION

Georgia Tech
May 2016

Bachelor of Science in Industrial Design, Highest Honors
Marketing Certificate

SKILLS & PROFICIENCIES

Management

- Able to independently lead a team within fast-paced, agile environments, managing multiple projects and priorities at once.
- Extensive experience coordinating cross-departmentally with development, product, sales, marketing, and BA teams, as well as working closely with C-suite, to plan and deliver projects.
- Familiarity building and communicating new processes within design teams and development teams, as well as between them.
- Experience growing teams and hiring and onboarding members.
- Capable of building and maintaining supportive and collaborative team environments, helping members learn, grow, and develop.

Design

- Foundation in visual design principles, layout, and typography.
- Extensive experience in Sketch App and InVision for prototyping.
- Highly skilled with the Adobe Suite, particularly Photoshop, Illustrator, and XD. Additional experience with photography and photo editing.
- Familiarity with flow diagrams, wireframing, user testing, and data-driven design; extensive experience designing responsively, within corporate identity guidelines and WCAG accessibility compliance.
- Skilled in web development and HTML / CSS, as well as some light Javascript, JSON, and Shopify's Liquid language experience.
- Thrive working within a team, individually, or alongside developers.

WORK EXPERIENCE

SimplePart
June 2016 – Present

Design Director
August 2018 – Present

- Leading the design team of five UI/UX and marketing designers, managing priorities within the team and between department leads within an agile development environment, and helping continually evolve development handoff processes.
- Managing the work produced by everyone on the design team, ensuring everything is usable, accessible, on-brand, and has a consistent design language.
- Planning future product features and design initiatives based off client feedback, data, and business priorities; working with the product team to plan and fill sprints.

Designer
June 2016 – August 2018

- Web and UI/UX design for consumer-facing sites and client-facing back-end tools, often working within CI guidelines, WCAG compliance, and platform requirements.
- Close collaboration with development and product teams, clients, and upper management throughout the design and implementation process.

BH eCommerce
August 2017 – Present

Freelance Designer/Developer

- Website design and development for multiple clients on various e-commerce template platforms, including Shopify, Wix, and Squarespace.
- Designer and developer for ObsessedGarage.com, including many custom-coded pages and snippets created with HTML/CSS, JSON, and Shopify's Liquid language.
- Scaled and implemented new features, pages, and tools throughout 2018-2020 to help ObsessedGarage.com evolve as revenue and site traffic increased by over 400%.

Phoenix Direct Solutions
May 2013 – May 2016
Full Time in Summer
Part Time in Fall, Winter, Spring

Web Graphic Designer

- Email marketing and SEM banner ad design for multiple in-house e-commerce clients, as well as campaign testing, A/B testing and web page design.