



CONTACT

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Portfolio:
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EDUCATION

Full Stack Flex Coding Certificate
University of Minnesota
Sept 2024 - Dec 2024

Relevant Coursework: React,
JavaScript, TypeScript, Node.js,
Express.js, PostgreSQL, Sequelize

Bachelor of Fine Arts (BFA) in
Graphic Design
Minnesota State University
Sept 2016 - Dec 2020

Relevant Coursework: Web Design,
UX/UI Design, Digital Media Design

TOOLS & SKILLS

Front-End Development:
HTML/CSS, GitHub/Git, Bootstrap,
The DOM, jQuery, AJAX,
Progressive Web Apps (PWAs),
React, JavaScript (ES6), TypeScript,
APIs, JSON, Object-oriented
programming (OOP), Testing,
Cypress, Agile development,
MERN Stack, Computer science
fundamentals

UX/UI & Design:
Wireframing, Prototyping, Design
Systems, Information Architecture,
Accessibility, Responsive Design,
Branding, Adobe Creative Suite

SUMMARY

Front-End Developer with 5 years of experience in graphic and UX/UI design, driving a 40% increase in web traffic and 25% growth in sales by translating user insights into intuitive, scalable designs. Skilled in React, JavaScript, TypeScript, and performance optimization, I create responsive, accessible web applications with a focus on user-centric design and measurable business outcomes. Known for delivering high-impact solutions by balancing technical feasibility with business objectives and clearly communicating design trade-offs to stakeholders.

EXPERIENCE

Full Stack Flex Coding Bootcamp Projects Aug 2024 - Dec 2024
University of Minnesota | Minneapolis, MN (remote)

Projects:

- **BookVault** - Developed a React-based book search engine with GraphQL, improving search efficiency and enhancing user engagement.
[GitHub Repo](#) | [Live Deployment](#)
- **GitHired** - Created a GitHub-integrated candidate search app with TypeScript, streamlining hiring workflows with persistent local storage.
[GitHub Repo](#) | [Live Deployment](#)
- **AutoPipeline** - Built a CI/CD dashboard using React and Apollo, optimizing deployment tracking with automated test coverage.
[GitHub Repo](#) | [Live Deployment](#)

Digital Marketing Strategist Jul 2023 - Aug 2024
ITASCA Minneapolis | Minneapolis, MN (hybrid)

- Led collaboration between sales, development, and marketing teams to enhance user experience and increase site traffic by 40%.
- Spearheaded user-centered design improvements and communicated design trade-offs to stakeholders, balancing user needs with business goals.
- For instance, during the mobile responsiveness initiative, I navigated compromises between brand guidelines and technical feasibility, ensuring the solution aligned with both the user experience and business goals.
- Utilized tools like Figma for prototyping and user testing, refining designs based on quantitative metrics. These improvements in usability testing led to a 15% increase in user retention during the checkout flow.
- Worked closely with developers to improve website performance, accessibility, and mobile responsiveness, reducing bounce rates by 25%.

Graphic & UX Designer Sept 2021 - May 2022
Kelvix | Portland, OR (hybrid)

- Collaborated with stakeholders to launch an e-commerce site, addressing user experience feedback while balancing technical and business constraints, leading to a 35% revenue increase.
- Created wireframes and prototypes, iterating on designs based on user feedback and usability testing, resulting in a 30% increase in conversion rates.
- Communicated design decisions clearly, articulating trade-offs and ensuring alignment with technical capabilities, particularly when optimizing the checkout process.
- Optimized website load time by 50%, working with developers to enhance speed while maintaining design integrity, improving overall site performance and user satisfaction.