

## SUMMARY

A designer who is execution and results-oriented and backs her creative design decisions with data, user testing, and iteration.

## EDUCATION

### User Experience Design Apprenticeship

Bloc

2018-2019

### User Experience Design General Assembly

2017

### BA, English Creative Writing (Poetry)

Principia College

2015

## SKILLS

UX/UI Design

Visual Design

User Research

Competitive Analysis

Information Architecture

User Personas

User Stories & User Flows

Wireframing & Prototyping

User Testing

## TOOLS

Adobe Photoshop

Adobe Xd

Draw.io

Figma

Git & GitHub

HTML & CSS

Invision

Javascript

Sketch

UsabilityHub

Whimsical

## RECENT PROJECTS

### Studio

**Web App** Figma • Draw.io • UsabilityHub

Cloud storage built for designers and creators, constructed to encourage the creative process.

### SpacePod

**iOS App** Adobe Xd • Usability Hub • Whimsical

A podcasting app that has a strong emphasis on community and intuitive navigation.

### Mistake House

**Website redesign** Sketch • Invision

Redesign of a literary magazine website to promote readability and professionalism.

### Howdy

**iOS App** Sketch • Invision

Relationship manager that improves friendships by managing contact frequency.

## EXPERIENCE

### Social Media Marketing Manager – Volunteer

**AIGA Boston** • June 2018 – Present

- Promote content/events through social media advertising.
- Crafting Voice and Tone Editorial Guide

### Donor Relations Specialist

**Longyear Museum** • Jan 2018 – June 2018

- Created donor personas to segment and target fundraising campaigns to align member interests and preferred giving method with campaign deliverables
- Balanced business and donor needs when choosing new fundraising software
- Managed and trained Development Assistant

### Development and Stewardship Coordinator

**Longyear Museum** • Dec 2016 – Dec 2017

- Coordinated fundraising campaign that generated 10% more revenue than the previous year (13.7% increase in donors and 82% increase in website donations)
- Created targeted email campaigns to get lapsed members to renew, resulting in 12.4% renewal rate
- Compiled competitive/comparative analysis and developed user personas highlighting member goals/pain points for website redesign
- Managed summer interns

### Development and Stewardship Assistant

**Longyear Museum** • Sept 2015 – Nov 2016

- Conducted member interviews to identify website pain points
- Maintained donor database, oversaw gift processing and gift acknowledgment
- Created weekly contribution report for Sr. Dev Officer and Board of Trustees
- Strengthened and developed new communication initiatives

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FullStory

Git & GitHub

HTML & CSS

Invision & Invision DSM

Javascript

Maze

MixPanel

Sketch

UsabilityHub

Whimsical

## EXPERIENCE

### UX Design Intern

**WordStream** • June 2019 – Present

- Conducted heuristic evaluation of WordStream Advisor product to identify improvements
- Created and oversaw implementation of new Invision Design System Manager
- Iterated wireframes and mockup designs in an agile environment
- Participated in weekly design collaborations

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**WordStream** • June 2019 – Present

- Conduct a heuristic evaluation of WordStream Advisor product and presented findings, along with top actionable priorities, to the Product team
- Create and oversee implementation of new Invision Design System Manager
- Iterate on wireframes and mockup designs in an agile environment
- Lead user research and usability testing of agency Client Center dashboard

### Director of Membership

**AIGA Boston** • June 2019 – Present

- Promote content/events through social media advertising.
- Interview group members to learn how best to support their unique membership type
- Foster and build upon existing membership program to promote diversity and inclusion

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