

## SUMMARY

An execution and results-oriented designer, who 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  
Figma  
Sketch  
Invision  
UsabilityHub  
Git & GitHub  
HTML & CSS  
Javascript

## RECENT PROJECTS

### Studio

#### Web App

Gives designers and creators a place to store their work while also encouraging and enhancing their unique creation process. Designed with Figma and developed full desktop prototype.

### Howdy

#### iOS App

Relationship manager that improves and fosters relationships by managing contact frequency and providing scheduling assistance. Designed with Sketch and Invision.

## EXPERIENCE

### Longyear Museum | January 2018 - June 2018

#### Donor Relations Specialist

- 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

### Longyear Museum | December 2016 - December 2017

#### Development and Stewardship Coordinator

- 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
- Oversaw and trained summer interns

### Longyear Museum | September 2015 - November 2016

#### Development and Stewardship Assistant

- Conducted member interview to identify website painpoints
- Managed donor database, oversaw gift processing and gift acknowledgement
- Created weekly contribution report for Sr. Dev Officer and Board of Trustees
- Strengthened and developed new communication initiatives

### AIGA Boston | June 2018 - Present

#### Social Media Marketing Volunteer

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