

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
Figma
Sketch
Invision
UsabilityHub
Git & GitHub
HTML & CSS
Javascript

RECENT PROJECTS



Studio

Web App

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



SpacePod

iOS App

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



Mistake House

Website redesign

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



Howdy

iOS App

Relationship manager that improves friendships by managing contact frequency.

EXPERIENCE



Social Media Marketing Manager

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 acknowledgement
- Created weekly contribution report for Sr. Dev Officer and Board of Trustees
- Strengthened and developed new communication initiatives