

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