

Analytical and determined professional with profound knowledge in game design, and business management as well as experience as commercial designer and user experience researcher.

QUALIFICATIONS SUMMARY

Skills and Expertise

Adept in Qualitative and Quantitative Methodologies, Moderated and Unmoderated Usability Testing, Verbal Protocol Studies, A/B Testing, Multi-variant Testing, Bio-metric Tracking, Formative & Summative Evaluations, User Personas, Journey Mapping, User Flows, IA Principles, Task Analysis, Card Sorting, Paper Prototyping, Mid-Fidelity and High-Fidelity Prototyping, Interaction Design, Visual Design, Heuristic Evaluation

Technical Proficiency

Qualtrics, Survey Monkey, Power BI, Excel, Illustrator, InDesign, Photoshop, Adobe Experience Design, Balsamiq, Sketch

EDUCATION

Master of Science in Game Design

Full Sail University, Orlando, FL
2018 – 2019
GPA: 3.42
Graduated Salutatorian

Bachelor of Science in Entertainment Business

Full Sail University, Orlando, FL
2015 – 2017
GPA: 3.65

LICENSES & CERTIFICATIONS

Certified User Experience Designer, Career Foundry, 2020

600-hour comprehensive UX Design course with a focus on the end to end process of human centered design, gathering insights, formulating user personas, information architecture, prototyping, and final design deliverables.

EXPERIENCE HIGHLIGHTS

Forefront Commercial, Davie, FL Graphic Designer

Jan 2020 – Present

Formulate, produce, and maintain marketing collateral, including flyers, unique brand assets, and detailed commercial real estate site maps to enhance promotional reach of the company.

- Maintain correct listings and availability for all materials diligently to ensure client satisfaction.
- Utilized various graphic designing tools and platforms to design marketing materials.

Full Sail User Experience Lab (UX Lab), Orlando, FL User Experience Researcher

2018 – 2019

Collaborated with clients regarding project requirements as well as test objectives. Gathered and analyzed quantitative and qualitative data ensuring precision and determined significant findings. Drafted and delivered in-depth final reports with actionable recommendations and potential improvements regarding tested products. Designed test plans utilizing appropriate methodologies based on the unique needs of each project. Moderated and facilitated various playtests and usability tests.

- Supervised and accomplished more than 15 projects facilitating multiple AAA video game industry clients, including Wargaming.net, THQ Nordic, among others.
- Ascertained client satisfaction through on-time follow-ups and leveraged skills to maintain strong relationships.

Andretti Indoor Karting and Games, Orlando, FL Event Host

2017 – 2018

Served as a crucial member during opening of the flagship Andretti Indoor Karting and Games. Enhanced skills of oncoming team members through focused training and ensured proper implementation of the company policies and procedures.

- Managed over 50 events in Andretti's 10,000+ sq. ft. premier entertainment space ensuring functional efficiency.
- Prepared, organized, oversaw, and broke down multiple private and corporate events, ranging to upwards of 1000+ guests per event.
- Ensured superior customer service for all guests and clients.