**Profile**

Energetic Web Designer with three years’ experience creating and maintaining functional, attractive, and responsive websites for travel companies. A clear understanding of modern technologies and best design practices. Experienced with WordPress and Drupal. Proven track record of raising UX scores and customer retention.

**Employment History**

Digital Designer at Expedia Group, New York

January 2017 – May 2018

Expedia Group is a global travel company with websites which are primarily travel fare aggregators. As the Digital Designer, my core activities included:

* Planning site designs, functionality, and navigation, along with audience funnels and data capture points
* Building wireframes & prototypes which were then turned into functional and responsive digital products.
* Reviewing UX with multiple teams and making necessary edits to accommodate technical or business concerns. Raised UX scores by 38%.
* Handling all composition, color, Illustration, typography, and branding for projects.

Web Designer at FarePortal, New York

February 2016 – December 2016

FarePortal is a travel technology company where the flagship product CheapOair receives over 100 million visitors annually. As the Web Designer, my core activities included:

* Designing, building, and maintaining marketing email creative using data-driven responsive templates.
* Providing expertise on industry-standard, best practices, and proper coding techniques to achieve correct rendering al all email environments.
* Performing quality assurance and troubleshooting code rendering across multiple desktops and mobile devices. Improved customer retention by 17%.
* Creating landing pages using WordPress CMS.

Web Designer at The Points Guy, New York

March 2015 – November 2015

The Points Guy is a site devoted to helping over 5 million monthly subscribers stay up to date on travel news. As the Web Designer, my core activities included:

* Creating homepages assets for both desktop & mobile experiences.
* Developing site content and graphics in partnership with writers and creative directors. Spearheaded four projects simultaneously.
* Designing images, audio enhancements, icons, and banners.
* Presenting concepts and ideas consistent with company branding guidelines to the creative team.

**Education & Certificates**

**Google Digital Training 2016**

*Online Course Certificate*

**Google AdWords 2016**

*Online Course Certificate*

**BFA Digital Design, Dean's List**

*Auburn University, Auburn, Alabama 2010-2015*