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THE UNIVERSITY OF TEXAS AT AUSTIN

B.B.A. BUSINESS HONORS & MANAGEMENT INFORMATION SYSTEMS

May 2018 *cum laude*

HEC PARIS

SEMESTER STUDY ABROAD
Fall 2016

USER RESEARCH
USER INTERVIEWS
USABILITY TESTS
CARD SORTING
PERSONA CREATION

UX DESIGN
SKETCHING
WIREFRAMING (SKETCH)
PROTOTYPING (INVISION)
USER FLOWS
INFORMATION ARCHITECTURE
RESPONSIVE DESIGN

WEB DEVELOPMENT
HTML
CSS/SASS
JAVASCRIPT
JQUERY
PYTHON
SQL
C#/.NET

STRATEGY
AGILE DEVELOPMENT
DESIGN THINKING
TESTING
DOCUMENTATION
PROJECT MANAGEMENT
SDLC

BUSINESS TECHNOLOGY ANALYST
DELOITTE CONSULTING LLC / Sept 2018 — Present

UX DESIGN CONSULTANT
U.S. DEPARTMENT OF COMMERCE / Aug 2017 — Jan 2018

• Conducted user interviews with participants to understand pain points and identify areas for improvement

• Redesigned information architecture of site and created low-fidelity and high-fidelity mockups of toolkit

• Introduced user-centered design practices to toolkit

UX DESIGN FELLOW
U.S. CENSUS BUREAU / Jun 2017 — Aug 2017

• Conducted 20+ hours of user interviews to create personas, map user journeys, and inform design decisions

• Led design sprints to define three user segments and their behavior, resulting in actionable plan to target each segment

• Prioritized conflicting stakeholder requests, working with C-suite executives in Communications Directorate

• Created low-fidelity mockups using Sketch and developed an MVP using the U.S. Web Design Standards in a two-week sprint

DESIGN INTERN
PRYNT CO. / Jun 2016 — Aug 2017

• Redesigned an e-commerce site on a cross-functional team

• Simplified information architecture to increase cart-to-purchase conversion rates

• Designed wireframes given different business requirements and engineering constraints

• Acted as liason between web contractors and internal team

BUSINESS ANALYST INTERN
NATIONAL INSTRUMENTS / Jun 2015 — Mar 2016

• Coordinated prioritization of tasks and identified areas for improvement during sprints within the scrum process

• Tested and validated 30+ tickets to support the $5m new content management system release to production

• Completed an audit of product imagery metadata to assist integration with new e-commerce experience

• Designed one-page graphic to assist 100+ creative employees in migration to new system