



EXPERIENCE

Associate Director of UX, Healthgrades (May 2019- Present)

- Responsible for user experience strategy for B2B products while managing a team of designers and contributing to multiple development teams
- Led team through post merger platform unification by developing a design strategy to provide a seamless user experience across 6 platforms and multiple front-end frameworks
- Created resources for growth and development including accomplishment tracking templates and design framework to build and empower team of ux/ui designers
- Conducted workshops to craft Design Principles to guide team's work and assist in making sound and consistent design decisions
- Collaborated with Product Strategist to research and design a Help Center for all B2B Products using Salesforce Experience Cloud

Product Design Lead, Healthgrades (Aug 2018- May 2019)

- Defined the user experience strategy and design operations for Healthgrades CRM
- Created and implemented product design standards and processes around design work request and distribution of user test findings
- Interviewed over 40 individuals to create user personas for the Healthgrades CRM application
- Performed competitor analysis to share with VPs to evaluate future product and experience strategy

Senior UX Designer, Arrow Digital (Jul 2017- Aug 2018)

- Maintained UX Designer responsibilities while executing senior level strategic projects including driving product initiatives and designing features spanning multiple teams
- Recruited 30 in-house engineers to participate in regularly occurring user testing sessions
- Defined user experience strategy, research, personas, and designs for the research and development team as lead designer

UX Designer, Arrow Digital (Apr 2016- Jul 2017)

- Validated features and enhancements through research in the form of user testing, competitive analysis, user interviews and surveys
- Facilitated event storming, story mapping, and system modeling meetings with product team members and stakeholders
- Collaborated with agile team members from story requirements to development deliverables for features by creating wireframes, prototypes, low fidelity and high fidelity mockup

Interactive Designer, HomeFinder.com (Feb 2015- Feb 2016)

- Created sketches and user experience wireframes to present to stakeholders
- Consulted with front-end developers to execute website features and landing pages
- Maintained interface balance between aesthetics and multi-device performance

Junior Graphic Designer, HomeFinder.com (Oct 2013- Feb 2015)

- Created the visual brand and assets for various custom projects, including sweepstakes
- Assisted and collaborated with Art Director to develop the visual brand in both print and digital
- Designed, created, and tested HTML emails using design and development best practice

Design Intern, Brand Iron (Jul 2012- Jun 2013)

UNIVERSITY OF COLORADO AT BOULDER (Graduated Spring 2011)

SKILLS

Competitive Analysis
Information Architecture
Wireframing

Prototyping
Surveys
User Testing

User Interviews
UX/UI Design
HTML/CSS