



With over 10+ years of customer service and content design, I specialize in understanding user needs across multiple intuitive and responsive digital platforms.

Work Experience

Learning Specialist - Instructor

November 2020 - Present

edX / 2U

- I advised over 500+ students in improving academic performance and project management
- I guided 1-1 and small and large groups in complex situations that sometimes involved a need for conflict resolution
- I explained complex topics to individuals with both a technical and non-technical background using tools such as Slack, Figma, FigJam, the Google Suite, etc.
- I showcased how to carry out UX/UI design thinking strategies such as interviews with different target audiences, competitive analysis, research and synthesize data, information architecture, sketching, wireframe responsive layouts, style guides, branding, UX testing, presentations, etc.
- I helped observe and train the class during code activities and projects to assist students such as with HTML5, CSS3, Bootstrap, JavaScript, JQuery (via Zoom)

Facility Operations Team Member

April 2024 - January 2025

Lifetime Fitness

- I maintained indoor and outdoor club cleanliness and safety by performing daily maintenance tasks in an efficient organization
- I communicated with my team members, management, and member inquiries in regards to Life Time products, services, policies, and procedures
- I washed, folded, and stocked member towels and ensured the locker rooms are neat and orderly
- I ensured the usage of locker room consumables, cleaning products, and chemicals followed the amount prearranged by the department budget

Operations Associate

September 2023 - October 2024

Kohl's

- I leveraged omni channel offerings to deliver a frictionless customer experience. I accurately delivered on our operational processes, including but not limited to, BOPUS, BOSS, MLS, SFS
- I received and processed product, including unloading truck shipments and executed stockroom operations and omni channel fulfillment
- I worked with a team to replenish the sales floor as necessary based on sell through and seasonal changes
- I engaged customers by greeting them and offering assistance with products and services, operate a cash register, scan items, bag merchandise and properly handle different methods of payment
- I supported inventory management from receipt to sale, including freight processing, back stocking, replenishment, inventory counts and price changes
- I answered incoming phone calls and directed them to the appropriate person or took messages as needed.

Content Design Freelancer

August 2019 - Present

Freelancing

- I developed, optimized, and published compelling content that aligned with client objectives and content best practices.
- I analyzed and enhanced web content in collaboration with creative and development teams.
- I implemented and maintained quality standards, process improvements, and cost-efficiency methodologies.
- I created and optimized website, digital, and print content, including strategic keyword placement, to improve organic performance and user engagement.
- I regularly updated content, focusing on keywords, meta tags, and editorial quality to achieve targeted organic search rankings.
- I operated effectively in a remote environment, leveraging collaboration tools and maintaining self-motivation and detail orientation.

Content Designer Intern

May 2018 - December 2020

Family Literacy Centers

- I updated clear, concise, compelling and accurate web content and/or promotional copy using client style guides and SEO best practices
- I interviewed various stakeholders to understand client business goals, brand differentiators, target audiences, and website tone and voice
- I aligned outdated content with organizational goals and provide trackable calls to action
- I reviewed and updated materials for consistency, tone and voice, grammatical accuracy, editorial style, and user understanding. I also did this in a team setting.

Data Entry Specialist

April 2015 - February 2018

Source HOV - Exela Technologies

- I adhered to security and privacy policies to protect company and customer information
- I handled time-sensitive materials like confidential and urgent packages in a high-volume production environment
- I performed verification data entry tasks and detailed logs promptly to ensure accuracy and identify errors
- I performed Mail Center activities including sorting, metering mail, printing, and folding
- I troubleshooted data issues and escalate to supervisors when necessary
- I participated in cross-training and perform additional duties as assigned (e.g., filing, outgoing shipments)

Education

Continuing Education

Utah Valley University

Enrolled Summer 2025

Bachelor's of Science in Web Design and Development

Utah Valley University

2017 - 2021

Certificate UX/UI Design

DevMountain

2016 - 2016

Associate's Degree in General Studies

Salt Lake Community College

2011 - 2016

High School Diploma

Brighton High School

2008 - 2011