

EXPERIENCE

Publicis Sapient

Associate Experience Designer

July 2021 – Present
Chicago, IL

Intel Search Experience

Collaborated with cross functional teams to brainstorm, design, and deliver four new features for the Intel.com search experience to provide easy-to-find results and improve findability of products and content, while maintaining branding consistency across the site. Worked directly with an accessibility consultant and designed behavior of the search features to pass accessibility guidelines.

Intel Unified Registration and Login

Helped create a unified registration experience across various B2B and B2C programs within Intel to reduce the amount of duplicate accounts created with the same identity data. Created user journey maps and wireframes demonstrating different steps in the account creation, login, and program enrollment processes. Worked directly with a user testing team and conducted QA to ensure that the wireframes properly reflected all testing scenarios.

Intel Marketplace

Supported and led design work in an on-going effort to encourage more partner engagement and decrease page bounce rates on the Intel Marketplace. Restructured and redesigned pages including the storefront and offering pages, the Marketplace home page, and Partner Program pages.

Early Careers

Assist the PS Early Careers committee during orientation planning and design specific training sessions. Act as a buddy to two Junior designers, helping ease their onboarding process and supporting them as they navigate the beginning of their career.

NCXT

User Experience Intern

June 2020 – Sept 2020
Minneapolis, MN

Helped design and iterate upon five different app features in five two-week interval sprints. Created low and high fidelity wireframes for user testing, and conducted 25+ individual usability test sessions to synthesize insights and provide recommendations to the client for the current and future state of the product.

UMN Design U

Project Lead & Consultant

Jan 2019 – Jan 2020
Minneapolis, MN

Led an interdisciplinary team of five for ten weeks through the design process to brainstorm, design, and deliver a sitemap, website templates, and wireframes for the client. Communicated directly with the client, delegated work for the team, and set milestones to ensure on-time delivery.

EDUCATION

University of Minnesota - Twin Cities

Bachelor of Science in Product Design, Emphasis in User Experience
summa cum laude, with distinction | 3.77 GPA

Sep 2017 – May 2021
Minneapolis, MN

SKILLS

Design Tools

Figma
Sketch
InVision
Axure RP
Illustrator
Photoshop
Adobe AEM
HTML/CSS

Design Thinking

Wireframing & Prototyping
Accessible Design
Rapid Idea Generation
Personas & User Stories

Usability Testing
Flow Diagrams
Feature Prioritization
Design QA