

Summary

Highly organized UI designer with a background in public relations and experience developing branding materials and effective communication strategies. Offers a consumer-focused mindset and sharp eye for design that is engrained in a brand's DNA.

Education

Career Foundry UI Design Certificate

Remote, May 2020 – Jan 2021

- Completed an intensive project-based UI training program, which focused on user research and testing, flow maps, wireframing, style guides and prototyping.
- Built a fluency in HTML, CSS and Javascript designing and developing a personal portfolio website.

University of Michigan

Ann Arbor, MI, 2014 – 2018

- Bachelor of Arts: Communication Studies, Cum Laude
- Digital Studies Minor

Skills

- User research and empathy
- Usability testing and analysis
- Style guide creation
- Excellent written and verbal communication skills
- Self-starter and team player

Industry Tools

- Adobe XD, Photoshop and Illustrator
- HTML, CSS and Javascript

Projects

Festivity Mobile Application

Remote

UI Designer

Dec 2020 – Present

- Implemented a new user flow diagram and navigation elements to pre-existing wireframes to improve usability of an up-and-coming mobile application that brings professional chefs to users' homes.
- Designed style guidelines, digital wireframes and an interactive prototype to showcase to potential investors.

Professional Experience

Kaplow Communications

NYC

Account Executive

June 2018 - Sept 2020

- Worked directly with clients across a variety of consumer lifestyle brands to develop effective and compelling communication strategies, creating positive brand awareness among consumers.
- Collaborated with designers to create marketing materials and unique look books to showcase seasonal collections to media.
- Measured ROI by delivering quantitative and qualitative quarterly/yearly reports to clients, analyzing YoY results against key performance indicators such as number of impressions, net reach and quality of media coverage.
- Created and distributed pitches and press material to secure local, regional and national media coverage, personally securing over twenty stories on clients' brands, collections and product launches.
- Monitored and reported on competitor tactics and changes in the media industry to educate clients and influence future program strategies.

LaForce

NYC

Public Relations Intern for Global Brands Team

Summer 2017

- Worked alongside account managers and coordinators to help create branding collateral, write pitches and track online/social media coverage.
- Competed in and won 1st place in an intern team project to develop a creative brand collaboration and communication strategy for an existing client, which included social media tactics and event execution.