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## SUMMARY

UX designer specializing in visual design, with several years of experience in graphic design and marketing. I have a passion for user-centric designs that are both beautiful and functional.

## SKILLS

UX DESIGN  
UI DESIGN  
USER RESEARCH  
USER FLOWS  
USER STORIES  
PERSONAS  
WIREFRAMING  
PROTOTYPING  
USABILITY TESTING  
BRANDING  
GRAPHIC DESIGN  
VIDEO EDITING  
HTML/CSS

## TOOLS

FIGMA  
INVISION  
MARVEL  
SKETCH  
ADOBE CS  
BALSAMIQ  
DRAW.IO  
OMNIIGRAFFLE  
GIT/GITHUB

## INTERESTS

TRAVEL  
VINTAGE CLOTHING  
CROCHET  
PHOTOGRAPHY

## PROJECTS

**Top Trail Horse** | Mobile App *Sept - October 2019*

Designed a mobile app for a horseback riding website where users can track their trail rides and compete with other riders. The app simplifies the process for users so they can do everything in one place from their phone.

**Keep Cloud Storage** | Website & Mobile App *April - May 2019*

A website and app that simplifies cloud storage. Responsible for user research, branding, wireframing, prototyping and usability testing.

**BusyBus** | Mobile App *Dec 2018 - January 2019*

A concept design for an app that provides real-time bus transit information. Project involved user research, sketching, wireframing, prototyping and HTML/CSS.

## EXPERIENCE

**Lead Creative Strategist** | Sociallike *May 2018 - July 2019*  
*New York, NY*

- Created and pitched social media strategy plans for clients
- Managed all creative projects for clients, designed graphics and videos for social media placements, and coordinated production with freelancers
- Analyzed client data to show progress and KPI's

**Digital Marketing Specialist** | Prolific Marketing *June 2017 - June 2018*  
*Ballston Spa, NY*

- Responsible for creation of social media content including photography, graphic design, video editing and copywriting
- Graphic design for print collateral such as signage, flyers, and documents

## EDUCATION

**Bloc** | UX/UI Design and Frontend Development  
*Nov 2018 - Sept 2019*

**SUNY University at Albany** | B.A. in Communication  
*August 2005 - May 2008 | Albany, NY*  
Minor in Arts focusing on digital media and art history.

**St. John's University** | Graphic Design  
*August 2004 - May 2005 | Queens, NY*