

SKILLS

- Sketch
- Illustrator, CC
- HTML/CSS
- Bootstrap 4
- JavaScript
- Angular 8
- Competitive Analysis
- User Research
- Persona Development
- Defining Voice
- Journey Maps
- Storyboards
- Moodboards
- Sketching
- Mockups
- Wireframes
- User Flows
- Site Maps
- Prototyping
- User Testing
- Mobile Design
- Desktop Design
- Product Management
- Lean & Agile
- Kanban
- Presenting Ideas
- Written Communication
- Photoshop, CC
- Lightroom, CC
- InDesign, CC
- DSLR Photography
- Print Design
- MailChimp Campaigns
- Mac & PC

PROFILE

I am a UX/UI designer with experience taking ideas from design to development. I am incredibly motivated by innovative collaboration, the freedom to invent and brainstorm, and by passionate people who think outside the box. I have experience working on a team of UX and UI designers, and with software engineers, product teams, and business owners. I have experience working in an iterative Agile/Lean environment where I spend time doing competitive analyses, user research, brand development, creating designs, user testing, presenting ideas, and refining designs. I have taken a product all the way through a full cycle of UX to development and I've managed the direction of a style guide.

I am also an entrepreneur, photographer, and product developer - currently working on several product and business ideas. I have a start-up mentality and love to wear multiple hats. Whether I'm creating designs, developing vision to match business needs, managing a team, or starting my own business, my goal is to help build a successful company through the creation of usable products.

EXPERIENCE

Freelance
UX & Website Designer
October 2019 - present

I work on various short-term freelance projects. I'm currently working with a small start-up as their lead UX designer while the business scales. I am in charge of leading design initiatives and brand vision for the product. I have taken ideas to development by doing a competitive analysis, user research, prioritizing features based on business goals, developing brand guidelines, developing personas, and creating mockups. I work directly with the CEO on business needs and strategy, and the software engineer on developing designs.

Guardian Life Insurance Co. / ReedGroup
UX/UI Designer
May 2019 - August 2019

I worked on an Agile and Kanban team, attended Agile meetings with engineers, and completed work via User Stories within 10-day Sprints. I did user research to create and refine mockups and to build prototypes for presentation to product owners, account executives and for user testing. I presented work using personas, user flows, and journey maps to tell a story. I assisted in developing user testing scripts, performing user tests, compiling data, and presenting research findings.

ReedGroup
UI Designer & Front-End Developer
April 2018 - May 2019

I learned and began working as an Agile and Kanban team as the company implemented it across the software and technology department. I attended all Agile meetings and ceremonies and completed work via User Stories within 10-day sprints. I refined our internal style guide using Bootstrap, and implemented a new way of defining spacing guidelines to engineers. I did user research to create and refine mockups and to build prototypes for presentation to product owners, account executives and for user testing. I presented work using personas, user flows, and journey maps to tell a story. I assisted in developing user testing scripts, performing user tests, compiling data, and presenting research findings.

The Rolland Group
Visual Designer
July 2016 - March 2018

I helped implement design into this small startup company. I revised existing print graphics to meet current design standards. I designed email campaigns via MailChimp and HTML. I designed web-based and print graphics. I worked directly with the marketing team to create content for advertising that would work well with email and graphic designs.

EDUCATION

Indiana University, Bloomington
Bachelor of Science, Kinesiology
Major: Exercise Science; Minor: Psychology

Additional Learning:

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|------------------------|------------------|--------------------|
| User Experience Design | Entrepreneurship | Psychology |
| Agile/Lean/Kanban | DSLR Photography | Product Management |

Training:

Lean Six Sigma Yellow Belt