

WORK EXPERIENCE

Web Content Specialist

DealerOn

Philadelphia, PA

January 2025 – May 2025

- Managed content migration and implementation for **over 300 dealership websites, using Symphony CMS** to build and update content following brand and compliance standards.
- Utilized Salesforce for task tracking, communication, and client status updates, working closely with Project Coordinators and Implementation Leads.
- Maintained top performance on the implementation team by managing site launches, executing edits and add-ons, and ensuring quality through proactive communication and timely task completion.

UX Designer

GovComp

Philadelphia, PA

July 2024 – Present

- Leading UX/UI design for **AI-powered business intelligence platform serving defense contractors.**
- Launching brochure website, driving product visibility and client acquisition.
- Optimizing complex data workflows through user research and iterative interface design in Figma.
- Establishing comprehensive design system and brand guidelines, scaling from wireframes to production.

Web Designer & Event Coordinator

Code & Coffee Philadelphia

Philadelphia, PA

March 2024 – May 2025

- Organized and facilitated a **weekly meetup group for 1,600+ members**, creating an inclusive space for developers and tech enthusiasts.
- Led cross-functional team of developers and designers to build and maintain website, enhancing accessibility and centralizing event information.
- Secured and managed partnerships with Code & Coffee and Socratica chapters, **organizing a Comcast-sponsored hackathon.**
- Oversaw event logistics, including scheduling, venues, and outreach, driving consistent attendance growth.

UX Designer

Center for Functional Fabrics

Philadelphia, PA

September 2022 – March 2023

- Developed an **accessible interactive map** using HTML5, CSS, and JavaScript, improving performance by 60%.
- Transformed Figma prototype into six pages of web content using Sitecore CMS components.
- Created and refined vector graphics and brand assets in Adobe Illustrator for visual engagement.
- Conducted risk assessment and user testing to identify and prioritize critical navigation issues.
- Utilized user feedback to improve navigation accessibility flow and content visibility.

Web Designer and Web Content Assistant

Drexel LeBow College of Business

Philadelphia, PA

September 2021 – September 2022

- Led redesign of School of Economics landing page with low-fi Figma wireframes, implemented in Drupal with adherence to WCAG 2.1 accessibility standards.
- Built and collaborated with developers on **100+ pages with atomic design for a university-wide brand overhaul.**
- Conducted peer UX research, including focus groups, supporting multi-channel marketing campaigns.

SKILLS

Tools Adobe Suite, GitHub, Visual Studio, MS Office, Figma, WordPress, Wix, Webflow, Framer, Sitecore CMS, Drupal CMS, Wix, Asana, Jira, Symphony CMS, Salesforce

Programming HTML5, CSS3, Javascript (React), Python, SQL, PHP, Git

Concentrations UI/UX Design, UX Research, User Testing, Accessibility, Wireframing, Prototyping, Design Systems, Information Architecture, Front-End Development, Database Management, Interaction Design, Data Visualization

EDUCATION

Drexel University

B.S. in Information Systems, Minor in User Experience and Interaction Design

Philadelphia, PA

September 2024