

Experience

Product Designer
Freelance
Sept 2019 - Current

- Created workflows and hi-fidelity mockups for an open-source budgeting app
- Researched and incorporated mental models to improve users' spending habits
- Collaborated with an engineer to produce designs that work within technical constraints

Graphic Designer
Pull Panda
Mar 2019 - Apr 2019

- Led redesign of identity and brand architecture in support of new product launches
- Designed marketing collateral used to drive ad campaigns resulting in 40% MoM growth
- Consulted CEO on brand strategy leading to company's acquisition by GitHub

UX/UI Designer
Designation
Sept 2018 - Mar 2019

During a 24-week intensive UX program, I defined problem spaces through user research and developed wireframes and prototypes. I worked with startups and nonprofits that

League Swype, a startup building a digital wallet fo fantasy players.

- Worked with CEO and SMEs to brainstorm payment solutions within legal, financial, and technical constraints with the goal of creating a feasible MVP to spark interest on the market
- Created a unique reminder feature, a new onboarding process, an analytics dashboard, and new payment flows

The Eric Carle Museum of Picture Book Art, a non-profit museum.

- Conducted the target audience research to find business opportunities
- Designed a searchable catalogue to connect remote users to the museum's often overlooked educational resources

Landscape Designer
TLC Gardens
May 2018 - Oct 2018

- Created, presented, and sold design proposals by understanding client needs and iterating based on their feedback
- Handled projects from initial kick-off meetings to contract signing
- Designed a magazine ad for the marketing team

Landscape Designer
GCLD
Mar 2014 - Jul 2017

- Created a new company website with SquareSpace to attract a younger audience
- Closed sales on my designs and supervised installations

Education

Andrews University
Bachelor of Technology in Landscape Design, 2014
GPA [3.82]
Magna Cum Laude

Skills

UX research	Illustration	Invision	After effects
Wireframing	Motion graphics	Marvel	Principle
Prototyping	Sketch	Illustrator	HTML & CSS
Branding	Axure	Photoshop	Bootstrap