

EXPERIENCE

Experience Designer

Tigerspike (June 2014 - Present)

- Inform the user experience and communicate design decisions for products across several client accounts and various platforms, including web, iOS, AppleTV, and Roku. Common tools include: sketching, wireframing, user-flows, mock-ups, and prototyping.
- Collaborate with designers and developers to plan and implement feasible, user friendly solutions and design systems for client products.
- Facilitate workshops for idea generation and feature prioritization (both internal and with clients).
- Conduct research including user interviews/surveys, heuristic evaluations and market analysis. Analyze and present findings to help inform product strategy and design decisions.
- Help inform internal design processes and methodologies. Conduct and teach educational workshops on design methodologies and tools.

Recipient of Quarterly Tigerspike Trust and Innovation Award (Fall 2014)

UX/UI Consultant

Freelance (May 2014 - Present)

- Canopy Apps
Redesigned customer facing website and provided recommendations for improvements to iOS native app. Consulted on content strategy and visual language across multiple products.
- GoBaller
End-to-end ideation and design for GoBaller's first iOS native app. Work included: user research, product strategy, feature prioritization, information architecture, wireframing, UI design, and prototyping.

EDUCATION

College of William & Mary

B.A. Economics | 3.44 GPA (Graduated 2013)

General Assembly

User Experience Immersive Course (Feb 2014 -June 2014)

SKILLS & TOOLS *

Design

Sketch
Keynote
InVision
Illustrator
Photoshop
InDesign
OmniGraffle

Front-End

HTML
CSS
Sass
JavaScript
jQuery

Research

Interviews
Surveys
User Testing

* Always learning new things.