

## EXPERIENCE

### Experience Designer

*Tigerspike (June 2014 - Present)*

- Design and improve the user experience for products across several client accounts and various platforms, including web, iOS, AppleTV, and Roku. Common tools include: sketching, wireframing, user-flows, mock-ups, prototypes, and style guides.
- Facilitate workshops for concept generation and feature development (both internal and with clients).
- Conduct market and user research, including interviews, surveys, A/B testing, navigation testing, and card sorting. Analyze and present findings to inform product strategy and design decisions.
- Create and maintain visual design systems, including style guides and pattern libraries across several products.
- Work closely with developers and other designers to plan and implement feasible, user-friendly solutions.

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

### UX/UI Consultant

*Freelance (May 2014 - Present)*

- Canopy Apps (Healthcare Startup)  
Redesigned Canopy's customer facing website and provided recommendations for improvements to the iOS native app. Devised a content strategy and a consistent visual language for the web and iOS product.
- GoBaller (Sports Entertainment Startup)  
End-to-end ideation and design for GoBaller's first iOS native app. Process included: user research, product strategy, feature development, 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  
A/B Testing  
Card Sorting

\*Always learning new things.