

Experience

UBS - New York, NY

UX/UI Designer Oct. 2015 - Present

- Work on various interactive data visualization projects for Investment Research. Responsible for creating visualization concepts, wireframes, and visual designs for these projects.

RetailMeNot, Inc. - Austin, TX

User Experience Intern June 2015 - Aug. 2015

- Redesigned and conducted usability testing on concepts for the mobile website's coupon code, sale, and product modals.
- Envisioned and designed improvements for desktop store page filters.
- Designed sharing and alert elements for the advanced search page.
- Brainstormed and collaborated with an intern team to complete pitch project for the RetailMeNot 2016 roadmap.

DonorPath - Chicago, IL

Marketing Design Coordinator Oct. 2014 - May 2015

- Designed and created landing pages for various campaign initiatives.
- Redesigned registration pages to ensure a cohesive brand experience.
- Conceptualized and developed logos, infographics, and marketing materials as needed.

OMD - Chicago, IL

Strategist, PetSmart Account May 2014 - Oct. 2014

- Managed campaigns from briefing process to post-campaign reports with all internal buying teams.
- Ran, analyzed, and presented competitive reporting to determine client standing in the marketplace.
- Guided Assistant Strategist through fundamentals of media planning process and checked work for accuracy.

Education

DePaul University - Chicago, IL

MS Human-Computer Interaction Sept. 2014 - Aug. 2016

University of Chicago - Chicago, IL

Integrated Marketing Certificate Jan. 2014 - Feb. 2015

Indiana University - Bloomington, IN

BA Telecommunications Aug. 2009 - Dec. 2012

Skills

Wireframing
Prototyping
Process Flows
User Testing
Competitive Analysis
Heuristic Analysis
Personas
Affinity Mapping
Graphic Design

Tools

Sketch
Balsamiq
InVision
Photoshop
Illustrator
HTML5/CSS
Javascript
UserTesting.com
Axure