

Experience

RetailMeNot, Inc. - Austin, TX

User Experience Intern *June 2015 - Aug. 2015*

- Redesigned and conducted usability testing 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.
- Completed internship pitch project involving the company's new gift card offering.

DonorPath - Chicago, IL

Marketing and 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.

Assistant Strategist, Illinois Lottery Account *Jan. 2013 - Apr. 2014*

- Conducted in-depth analyses of consumer insights, purchasing behavior, and market landscape.
- Prepared and tracked all purchase authorizations and to ensure agency and budget compliance.

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

Tools

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