

Experience

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 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.

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

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*