

I believe that design should be both pretty and intuitive, which led me to User Experience. I thrive in a fast-paced environment where I may grow as an individual and a team member.

User Experience Design Student

Bloc. 12/2018 – 10/2019

Online bootcamp focusing on research, design, testing and coding

- Designed mockups and wireframes of website and app products using Figma, Adobe XD and Sketch based off of user research, testing and UX design principles
- Produced high fidelity prototypes and coded pages from visual designs with Adobe XD, InVision, Figma and HTML and CSS
- Presented design products, articulating design decisions and user testing results demonstrating UX best practices

Marketing Account Manager

The Lukens Company 08/2018 – Present

Marketing agency focusing on multi-channel campaigns

- Leading the strategy and design for museum membership campaigns, adhering to client brand and style guides
- Collaboratively solving client's problems by creating marketing strategies from historical data and analytics increasing membership retention and acquisition rates
- Managing client desires, expectations and timelines to produce quality design and marketing pieces that increase ROI

Localization Account Manager / Project Manager

Point360, Burbank, CA 11/2017 – 08/2018

Post-production vendor specializing in digital content servicing

- Managed studio clients and the internal localization department to oversee project management for tv and film localization
- Implemented more efficient work-flows, cutting down wasted printing and increased direct communication across departments
- Addressed any issues with urgency and delicacy to increase customer experience and satisfaction

Online Marketing Manager

SC Travel Adventures, Frankfurt, DE 08/2016 – 10/2017

German travel company focusing on Latin American destinations

- Managed social media sites and the UK and Canadian websites including site-mapping, copywriting, and utilizing CRM and SEO strategies, decreasing our Google ranking
- Created social media art and campaigns, including graphic creation using Photoshop, increasing Facebook traffic by 300%

Bloc. 12/2018 – 10/2019

Certificate: User Experience & Interaction Design Program

California State University, Long Beach 08/2007 – 05/2011

BA: Interpersonal & Organizational Communication Studies

Programs:

Figma
Sketch
Adobe XD
InVision
Photoshop
Usability Hub

Skillset:

Product Design
Research
Competitive Analysis
User Stories
User Flows
Wireframes
Mockups
User Testing
A/B Testing
Typography
Branding
Logo Design
Sitemapping
HTML
CSS
Analytics
Communication Skills
Problem Solving
Accounting

Projects:

TV Rex: An app to track and recommend TV show titles to friends and followers

Gather: A creative cloud storage social platform to share and save visual content.

Joker: A completed website challenge to design and code a one-page movie website in 24-hours.