

## design & develop

### creative skills

- Comprehensive, analytical product strategy and user experience direction.
- Delivering interactive design assets and documentation via Sketch, InVision, Zeplin, and Figma.
- Product planning and delivery via ZenHub, Jira, and Confluence.
- Mastery of traditional Adobe InDesign, Photoshop, and Illustrator software.

### technical aptitude

- Modern web development with HTML5, CSS3, PHP, and Jekyll.
- Utilizing JavaScript and JQuery for fundamental front-end logic and object manipulation.
- Traditional object-oriented programming for mobile and desktop platforms via Java, Processing, C#, and Objective-C.

### competitive awards

- Adobe Design Achievement Awards, NEXT 2015, Semifinalist
- Graphis Design Annual, NEXT 2015, Silver Award
- HOW International Design Awards, NEXT 2015, Merit Award
- University & College Designers Association, NEXT 2015, Award of Excellence

● November 2017–present :: Chicago, IL

#### Allstate, Innovation Product Designer

- Developed confidential feature concepts to provide market differentiation, robust re-engagement opportunities, and a platform for future growth.
- Initiated and pushed forward a componentization workstream to increase design and engineering velocity. Collaborated with stakeholders across the product organization, gained alignment, and integrated with front-end engineers to execute.
- Conducted story-planning exercises to inform roadmap- and sprint-related decisions. After design completion, created user stories and technical issues for the front-end team.
- Participated in dozens of user research sessions to validate concepts, interaction models, and emotional responses. Rapidly incorporated feedback into shipped product.

● March 2017–August 2017 :: Chicago, IL

#### Catalytic, Interaction Designer

- As the designated UI-major, UX-minor designer in our pod (colleagues included a UX-major, UI-minor designer, service designer, and VP of Product), crafted a scalable component library for the company's workflow management software, Pushbot.
- Wrote extensive briefs to document designs in preparation for developer implementation. Created a self-serve product queue and performed QA analysis at multiple stages.
- Developed and managed two tracks of work: (1) a visionary end-goal, and (2) a steady stream of improvements to increasingly align the app's pre-existing state with that of the vision.

● September 2016–March 2017 :: Chicago, IL

#### Learnmetrics, Senior Designer

- Individually led an organization-wide rebranding that consisted of value assessments and exercises, market research, ideation, weekly presentations, and final wordmark preparation. Translated an obtuse set of traits into a cohesive and communicative identity.
- Collaboratively managed a pre-existing, external contract for website redevelopment and design. Provided relevant assets, stylistic cues, and art direction to the vendor.
- Overhauled supporting materials such as the company's pitch deck and business cards. Laid out a roadmap for product design best practices and anticipated design sprints.

● May 2016 :: Washington, DC

#### Bachelor of Fine Arts, Graphic Design 3.97 GPA, summa cum laude

The George Washington University  
Corcoran School of the Arts & Design

- Selected honors include: Dean's List, Outstanding Academic Achievement Award, Senior Thesis Writing Award, Hubert Leckie Memorial Award for Typography.

● August 2015–May 2016 :: Washington, DC

#### Design Lab at the Corcoran, Senior Designer

- In conjunction with one fellow senior designer and the course's creative director, offered guidance to junior designers regarding the refinement of both their branding concepts for NEXT, the Corcoran's senior thesis exhibition, and numerous deliverables.
- Coordinated communication between thesis faculty, program heads, school administration, and designers; directed class discussions and critiques.
- Due to demonstrated expertise, assigned to the creation of (1) an iPad-based gallery map/directory and (2) promotional micro-site. Additionally tasked with the design of a student awards brochure and certificates, graduation banners, and a keepsake program.