

## Summary

Digital user experience designer with 7 years of experience. Has an engineering background and worked as a developer before transitioning into UX. Focused on discovering user-problems, and designing & iterating on solutions to build impactful products.

## Skills

UX

Product Strategy  
Design Systems  
User Research  
Responsive & Accessible Design

Dev

HTML, CSS, JS (React)  
Git, Python

## Tools

Figma, Sketch, Adobe Xd  
Invision, Axure  
Illustrator  
Photoshop  
After Effects  
VSCode  
Command Line Interface

## Experience

### UX Consultant | Freelance

2018 – Present

*I provided UX expertise & services to startups, working closely with founders to increase metrics and determine business needs.*

- Researched and defined user needs to build a supply-chain/logistics app. Created the style guide, information architecture, and prototypes to present to potential investors.
- Planned and deployed software systems for e-commerce companies. Built and optimized sites for SEO, and iterated on ads to reduce customer-acquisition-costs.

### UX Engineer | Highline Beta

Jul 2018 – Jun 2019

*Highline Beta is a startup that builds new ventures in partnership with corporations. I was responsible for managing, designing, and developing projects on several ventures, working with stakeholders, directors, engineers, designers, and end-users.*

- Analyzed *Female Funder* traffic metrics and redesigned the site, which increased user engagement and conversion rates.
- Created *Highline Beta's* design system, increasing the design & development team's consistency and efficiency.
- Conducted user research to validate solutions for a new venture in the CPG industry. Coordinated with directors to define growth targets and customer experience. Iterated & implemented designs, exponentially growing the monthly customer base.
- Designed and built the *100+ Accelerator* site in React, which increased content clarity, branding, site metrics, SEO ratings, site accessibility, and mobile responsiveness.

### Senior UX Developer | CareerJSM

Sep 2016 – Apr 2018

*CareerJSM is a software startup that helps users find jobs with online tools & resources. I managed feature designs and user testing.*

- Mentored team members and led the company in best practices for UX through presentations and documentation.
- Implemented accessibility and responsiveness standards across the platform, by conducting audits and adding automated testing.
- Facilitated design sprints, which led to the creation/redesign of 2 features that improved user engagement and value.
- Developed features with 2 other engineers using EmberJS, HTML/SCSS, and PostgreSQL.

### UX Developer | DIVE Networks

Aug 2015 – Jul 2016

*DIVE Networks is a startup that provides a feed of real-time news for companies. I led feature design, testing, and optimization.*

- Researched environmental factors to optimize readability, creating standards and requirements for design components.
- Hosted UX training sessions for the company, enabling engineering and product teams better design for customers.
- Developed an automation script to detect visual bugs, increasing product quality and development efficiency.

### UX Designer | McKinsey Digital, McKinsey & Company

Summer 2014

- Created designs that visualized complex data, which highlighted insights and increased reading fluency.
- Successfully pitched products to stakeholders with interactive prototypes (built with Framer JS).

### UX Designer & iOS Developer | Ash City (acquired by alphabroder)

Spring 2013

*Ash City was a producer and distributor of commercial apparel. I was responsible for the design and development of their debut iOS app.*

- Researched and defined product goals for the app in order to increase sale volume. Independently designed, developed, and iterated on the app while presenting progress to management. Completed project within 4 months, increasing overall sales by 10+%.

## Education

### Systems Design Engineering, Option in Management Science

Class of 2015

University of Waterloo