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PROFICIENCIES

Digital Design

ADOBE CREATIVE SUITE
PROTOTYPES UX UI
WEB DESIGN WIREFRAMES
MOCKUPS

Front-End Development

JAVASCRIPT HTML5 CSS3
REACT SASS WORDPRESS
RESPONSIVE WEBSITES

EDUCATION

The Iron Yard

September 2017
Front-End Engineering

Butler University

May 2015
Bachelor of Arts
Digital Media Production
Art + Design
Strategic Communication

SPEAKING EXPERIENCE

Intro to CSS

Suncoast Developers Guild
Crash Courses

Breaking Up With Design

MERGE Conference

Should Designers Code?

Suncoast.js

"Just Do This," "It's Easy," and Other Ways You're Discouraging Your Developers

Suncoast.js

EXPERIENCE

Interactive Designer, Raymond James

October 2017 - Present

- Designed and developed "Mind Matters," a national campaign website for brand awareness consisting of an interactive quiz and supporting articles
- Led concepting efforts for redesign of a major investment tool while collaborating with the development team to ensure proper implementation of concepts
- Concepted and implemented restructuring of legacy complex and branch websites throughout all of the Raymond James and Associates brand
- Develop interactive media such as digital advertisements, websites, and animated components for both internal and external utilization, leveraging HTML, CSS, JavaScript, ASP, and Sitecore CMS
- Collaborate with senior leaders as a member of the Brand Review Committee to determine best practices for the corporate brand
- Create interactive prototypes and journey maps showcasing optimal user experience based off of data garnered from surveys and reports

Designer & Web Developer, STATWAX

October 2016 - May 2017

- Designed wireframes and interactive mockups of websites for B2B and B2C clients
- Managed design and development components of a conversion rate optimization team utilizing Optimizely and Google Analytics for testing and measurement
- Developed responsive websites and landing pages using WordPress
- Oversaw and facilitated distribution of client projects and workflow for the creative team
- Led rebranding project for agency's digital and print materials

Designer & Web Developer, BLASTmedia

January 2015 - September 2016

- Designed promotional material packages for events including e-mail newsletters, invitations, and social media assets
- Created visual content including infographics, illustrations, social media assets, and e-books
- Collaborated with team members and the executive team to develop and implement agency rebranding

COMMUNITY INVOLVEMENT

Tampa Bay Startup Week

Startup Weekend Mentor
Conference Track Organizer

Suncoast Developers Guild

Kids Academy Co-Organizer

Kappa Alpha Theta – Eta Tau

Education Advisor