

## Skills

|                      |                           |                          |                 |            |
|----------------------|---------------------------|--------------------------|-----------------|------------|
| User Centered Design | Wireframing & Prototyping | Information Architecture | WCAG Compliance | HTML & CSS |
|----------------------|---------------------------|--------------------------|-----------------|------------|

## Experience

### **Scrapbook.com**, Hybrid, AZ - UI/UX Designer & Developer

FEB 2023 - AUG 2024

- Conducted a UI design audit that resolved accessibility issues, reduced page load times by an estimated 20-30%, and updated HTML standards to improve mobile usability, achieving 100% WCAG compliance and enhancing site responsiveness.
- Led a comprehensive checkout redesign that reduced cart abandonment by 20%, increased accessibility to 100% compliance, and boosted conversion rates by 15% through data-driven solutions, custom dashboards, and new payment integrations, streamlining the user journey across all device types.
- Built a master style guide in Figma for a high-traffic e-commerce site, creating reusable components, design tokens, and documentation that improved design consistency by 40% and reduced developer handoff time by 30%, enhancing brand cohesion and team efficiency.
- Developed an internal library of reusable, prebuilt components, accelerating development time by 25%, improving design consistency across the site by 35%, and enabling faster, more collaborative workflows with developers.
- Proposed and implemented a custom Font Awesome kit, meticulously selecting essential icons to reduce over 4000 lines of unused code, resulting in an estimated 15-30% faster load time and a smoother user experience during peak checkout periods.
- Resolved a complex PayPal integration bug by monitoring customer feedback, utilizing BrowserStack, and collaborating with a developer to trace the issue. Discovered that the code minimizer was autocorrecting purposeful code adjustments designed to support outdated devices, ensuring full functionality for all users across various device types.

### **InfoDesk**, Hybrid, NY - Senior Product Designer

DEC 2015 - FEB 2023

- Designed and coded over 29 custom HTML email templates using strict HTML5 and Freemarker to handle dynamic, unpredictable content, ensuring seamless PDF conversion and cross-platform compatibility for top global clients like UCB, Accenture, Moderna, Vertex, and AARP.
- Transformed raw statistical data into visually compelling infographics, enhancing internal communication and supporting strategic initiatives. Key projects included visualizing advancements in digital healthcare and illustrating the benefits of access to real-time data, improving data comprehension and decision-making for clients such as Teva, UCB, and Takeda.
- Led the design and prototyping of internal applications like InfoAdmin and InfoDisplay using Figma and XD, analyzing user flows and incorporating feedback from the support team to enhance user efficiency, reduce manual errors, and decrease time spent on customer service.

- Designed, edited, and assisted in the development of custom internal dashboard portals for clients like Regeneron, Grant Thornton, and AARP, utilizing Adobe XD and Figma for design. Implemented widgets with HTML, CSS, and JSON to align with client branding and leveraged JSON to manipulate XML data, generating dynamic visual graphics within dashboards.
- Built a master UI file and a vector icon library in XD to streamline design consistency across projects, creating brand-specific assets such as logos, hero banners, and icons that strengthened InfoDesk's visual identity and ensured alignment with client branding guidelines.
- Collaborated with developers to troubleshoot and resolve complex client template issues using Freemarker, effectively addressing content and formatting challenges for clients like AstraZeneca and Novozymes, enhancing client satisfaction and maintaining high-quality standards.

### **Crown Awards, On-site, NY - Senior Product Designer**

APR 2013 - DEC 2015

- Created custom vector graphics and branding elements for web and email marketing, reinforcing brand identity and enhancing user engagement.
- Collaborated with developers to build an internal tool that improved efficiency, reduced development time, and increased usability for internal processes, ultimately enhancing the overall user experience and inclusivity.
- Designed and developed web pages and components aligned with brand guidelines and accessibility standards, utilizing HTML and CSS for consistent styling and responsive layouts across devices.

## **Volunteer Work / Education / Awards**

- **Crown Awards Nominees**  
Recognized for contributions with two Employee of the Month nominations, reflecting commitment to quality and impact.
- **Volunteer Design Support**  
Provides pro bono design assistance to small businesses and charities, demonstrating a commitment to community support and social responsibility.
- **Continuous Learning in UX Design**  
Known for proactively seeking out courses and educational resources to stay aligned with industry best practices, continuously improving skills in both front-end and back-end programming to leverage a well-rounded approach in UX.
- **Portfolio Development**  
Coded personal portfolio from scratch using HTML, CSS, and JavaScript as a self-challenge to strengthen technical skills and demonstrate proficiency in front-end development.
- **Certified Nurse Aide (CNA)**  
Became a CNA at 16, developing a foundation of empathy and compassion that enhances her user-centered approach to design.

## **Education**

- **Pace University, New York**