

## Select Work Experience

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### Verizon

UX/UI Design Lead

Dallas-Fort Worth

January 2017– June 2017

UX & Visual Designer

Dallas-Fort Worth

June 2015 – December 2016

As a member of Verizon's New Product Development team, my role was to conceptualize and execute designs for new applications. I designed for iOS, Android, Web, and macOS.

Specifically, I led design initiatives for One Talk, a comprehensive business calling solution that extends your office phone line to all your devices. It was expected to produce revenues over \$100MM during its first year of service. I also worked on various IoT concepts and B2B solutions.

### MyWorkShift

Founder and Head of Product

Fayetteville, Arkansas

August 2009 – May 2015

In 2009, I founded MyWorkShift, an app for scheduling employees. As Head of Product, I produced all of the UX designs and managed the UI process along with software development.

MyWorkShift began as a web application and gained a user base of 20,000 employees among 5,000 companies within the first year after launching. My chief responsibilities were as follows:

- Conducted user research
- Led UX design process
- Managed UI design and development processes
- Led product design and development teams of 3 - 5 people
- Used Google Analytics and SEO tools to track and improve conversion and retention rates
- Deployed marketing strategies
- Managed product development and marketing budgets