



Loves UI/UX, CSS, UX writing, and using data. Specializing in Design Systems & Conversion Optimization through research. 15 Year career grounded in telling stories and persuading through design. Thrives making complex visions clear.

Seeking: remote, permanent, positive impact, large projects, mentoring opportunities.

## EXPERIENCE

### iMARKET SOLUTIONS

#### Designer

9/2015 - PRESENT

- Designed hundreds of lead-generating websites for contractors.
- Improved processes: helped establish a 3-day design turnaround, helped create & maintain pattern library, incorporated design critiques, and wrote internal best practices.
- 2 years as Design Team CRO Representative: AB testing, heatmaps, research.

#### Developer

9/2014 - 9/2015

Developed 22 custom, responsive websites using MODx, HTML, CSS, and JS.

### FREELANCER

#### Owner, etc.

1/2013 - 2015

- Ran a small design consulting studio in Gift-Economy.
- Work included: Project Strategy, WordPress Web Development, Branding, UI/UX.

### ADLIFE MARKETING

#### Web Consultant

2014

Built small sites for local businesses at startup. Designer, Sales, Account Management, and Development.

### FIDELITY INVESTMENTS

#### Designer

2013

Designed and developed ads following their design system using Flash, InDesign, and HTML/CSS.

### BRADY PEOPLE ID

#### Graphic Designer

2006 - 2013

- Designed logos to print for an ID company - think lanyards and badge holders.
- Managed 2 remote Designers and was trained in LEAN.

## EDUCATION

### SUNY ONEONTA

#### Graphic Design B.A.

### UNIVERSITY OF MICHIGAN

#### EdX MicroMasters, UX Research and Design