

EDUCATION

GENERAL ASSEMBLY

UX Design Immersive
2014

Back-End Web Development
2013

Front-End Web Development
2012

UNIVERSITY OF NORTH TEXAS

B.A: Journalism, Advertising
Minor: Marketing
2003 - 2007

SKILLS

RESEARCH

Business and Competitive Analysis
User Research
Low-budget User Research
Usability Testing
Data Analytics

DESIGN

Information Architecture
Wireframing
Prototyping
Interaction Design
Content Strategy

CODE

HTML
CSS
Technical Writing

TOOLS

Adobe Creative Suite
Omnigraffle
Axure
InVision
Flinto
POP
Google Analytics

RECENT PROJECTS

CONTRIBUTOR SIGN-UP DESTINATION MOZILLA

Redesigned the way potential volunteers learn about contribution opportunities at Mozilla and sign up to get involved.

READING INCENTIVE PROGRAM SCHOLASTIC

Designed a reading incentive program for students to help Scholastic regain its reputation as a credible educational resource.

NAVIGATION REDESIGN BETABRAND

Conducted usability tests on current Betabrand site to identify major pain points for shoppers. Redesigned their information architecture and navigation to simplify the shopping experience.

DELIVERISH STARTUPBUS HACKATHON

UX Designer in a five person team who built Deliverish, a peer-to-peer delivery marketplace for locals by locals.

WORK EXPERIENCE

CONTENT STRATEGY/PRODUCT MARKETING GENERAL ASSEMBLY

November 2012 - April 2014

Worked across multiple teams (sales, marketing, design, engineering) to redesign GA's email marketing efforts (content, design, onboarding, landing pages, segmentation) which increased lead conversion by 121%.

MARKETING/PRODUCT LEAD ORIEL WINES

November 2010 - June 2012

Collaborated with engineering team to rebuild orielwines.com on a content management system (Drupal). Led information architecture, content strategy, and site taxonomy. Redesign increased sales revenue by 418%, and led to a 215% increase in user base.

UX/PRODUCT STRATEGY LOKAST

November 2010 - June 2012

Led Lokast app launch at SXSW. Conducted user research and usability testing. Used feedback to redesign IA and UI.

COMMUNITY MANAGER THE WINE GROUP

February 2010 - October 2010

COMMUNICATIONS ASSOCIATE JK&A

October 2007 - December 2009