



AGENCY

NOVEMBER 2017 –
SEPTEMBER 2018

LEAD DIGITAL DESIGNER

HARLO INTERACTIVE – PORTLAND, OR

Design lead for primarily content management based websites and web apps designed for Wordpress and Bootstrap with a small in-house engineering team. Art direction, moodboarding, wireframing, content strategy & copywriting, sitemapping, interaction & motion prototyping, pixel-perfect file production for responsive development, and detailed style guides. Lead and designed seven site launches.

JUNE 2015 –
OCTOBER 2015

USER INTERFACE DESIGNER

MOTHIC DESIGN & DEVELOPMENT – GRAND RAPIDS, MI

UI/UX designer in collaboration with a small team of developers on e-commerce web applications. Lead client meetings to foster client buy-in from various points in the design / development process.

IN-HOUSE

MARCH 2016 –
MARCH 2017

INTERACTION & PRODUCTION DESIGNER

NIKE (NIKE+ TRAINING CLUB, VIA 52 LIMITED) – BEAVERTON, OR

User interface and experience design, interaction and motion design for Nike+ Training Club iOS and Android through NTC 5.0 relaunch in June 2016. Experience producing and evolving a global, digital product under tight deadlines; from conceiving & prototyping, having direct access to engineers, product and fitness experts, to designing features feasible for 20+ languages. This work is currently under NDA

JANUARY 2013 –
JANUARY 2015

UI / UX DESIGNER, CREATIVE PARTNER

FOODCIRCLES – GRAND RAPIDS, MI

Web and mobile app redesign for iOS and Android with a user experience designer leading research and roadmap. Print and social media campaigns. Guerrilla user research, copywriting, and long-term platform and brand development. Interfaced with potential charities and restaurant partners. Acted as a public face for the Foodcircles brand on television, radio, and promotional videos.

FREELANCE CLIENTS

JUNE 2017 –
ONGOING

UI / UX PRODUCT DESIGN

SAMARITAN – SEATTLE, WA

Collaborated closely with founder and key stakeholders on a service design process for understanding the mindset of a complex user base. Lead wireframing and rapid prototyping process. Produced final assets and relative states to be developed for iOS and Android.

OCT 2017

MOTION & INTERACTION DESIGN

CITIZEN, INC. – PORTLAND, OR

Concepted and produced a cluster of motion studies for various reward moments for a healthy habit tracking mobile app (iOS and Android). This work is currently under NDA.

MARCH 2017 –
AUGUST 2017

BRAND IDENTITY & STYLE GUIDE + RESPONSIVE WEB (BLOG)

BOB’S BRAIN – GRAND RAPIDS, MI

Developed end-to-end branding solution including strategy, logo design, type and color constraints, and identity guidelines. Lead the conceptual process of identity discovery, creation, and refinement over several months of direct collaboration with the client as the sole designer. Implemented website on Squarespace.

SKILLS

USER INTERFACE & EXPERIENCE

RESPONSIVE WEB & MOBILE APPS

Sketch

Adobe CC

(Photoshop, Illustrator, InDesign, After Effects)

HUMAN-CENTERED DESIGN

Principle & Flinto

MOTION & INTERACTION DESIGN

Zeplin

INFORMATION ARCHITECTURE

Invision

BRAND STRATEGY & IDENTITY

HTML & CSS

Webflow

CONTENT WRITING & STRATEGY

Wireframing & User Flows

Pattern Libraries & Style Guides

**EDUCATION &
RECOGNITIONS**

GRAPHIC DESIGN, BACHELOR OF FINE ARTS

Collaborative Design, Minor

2015

Kendall College of Art & Design

Grand Rapids, MI

Dean’s List

2012 - 2015

Scholarship of Merit

2014

United Nations RCE Conference Contribution

Mayoral Recognition, City of Grand Rapids

2015