



Education

BFA in Graphic Design
The College of Saint Rose, 2014

Salesforce Administrator Certification
Fall 2018

Design Skills

- Visual Design
- Information architecture
- User interviews
- User personas and scenarios
- Wireframes
- Design strategy
- Ideation and creation workshops
- Usability testing
- Competitive analysis
- Feature planning and prioritization

Technical Skills

- Adobe Creative Cloud
- Sketch/Figma
- InVision/Axure
- HTML & CSS
- Wordpress CMS
- Keynote/Powerpoint
- Google Suite

Experience

Experience Consultant Salesforce (through acquisition)
Feb 2017–Present

- Facilitate co-creation workshops, audits, and stakeholder interviews for Thomson Reuters
- Demonstrate a solid understanding of visual design, including system thinking and visualization of concepts for clients including Toyota, Target, Chipotle and Deutsche Bank
- Deliver insights about people and behavior in a way that generates empathy, emotion, and engagement from the client and design team, through visual and verbal storytelling
- Effectively communicate conceptual ideas, detailed design, and design rationale, both verbally and visually

Visual Designer Sequence, LLC

June 2016–Jan 2017

- Spearheaded the redesign of Chipotle's takeout orders interface, including wireframes and visual design
- Collaborated with an art director to redesign Earthbound Farm's website to include a responsive framework
- Produced interface designs for different aspects of the Chipotle's customer experience, including ordering and catering online and the Careers Blog

Designer Sports Illustrated/Time Inc.

May 2014–June 2016

- Created sponsored content microsites for clients including GE, Powerade and PBS
- Collaboratively built responsive websites for Sports Illustrated Swimsuit and The MMQB with Peter King
- Designed wireframes and user flows for the 2016 Sports Illustrated Swimsuit mobile application
- Developed decks, wireframes, app icons and branding concepts for Sports Illustrated Play