

I'm a 'generalist-specialist' designer (aka end-to-end) currently working on mobile and web products at VSCO. Prior to working at VSCO, I used the product for 6yrs, and it inevitably set me on a path to be a product designer. Now, I have an insatiable desire to create (design, music production, coding). My desire to create is fueled by a personal goal: to produce meaningful products & experiences that help people find purpose, ambition, drive, and/or passion.

Experience

VSCO / Product Designer

June 2019 - Present

As a product designer across multiple verticals (creation & engagement on mobile, and growth on web), I was responsible for the end to end definition & design implementation for a range of products.

After VSCO acquired Rylo, I helped define the strategy and design around integrating their tools, and combining our specific strengths into a re-imagined studio space, and core product, our editor. I had the opportunity to co-lead the design systems team & worked with a team engineers to begin componentizing and building the system in code.

Mapcom Systems / Digital Designer

May 2016 - Feb 2018

I helped to design end user GIS maps for telecommunication clients to trace & install fiber cable networks across the U.S.

Education

VCU Brandcenter

M.S. Experience Design, Branding
2019

VCU School of Business

B.S. Information Systems, 2016

Covenant University

B.S. Chemical Engineering, 2013

Team One / Junior Experience Designer

May 2018 - Aug 2018

I focused on redesigning a tool for customers to build & purchase cars on Lexus.com. I had the chance to create design system guidelines, and transform the design system across our array of products (drivers & dealers sites).

I also had the opportunity to conduct heuristic studies for VR content (like tutorials, games), in order to create a repository of best practices when designing for VR/AR.

Mapcom Systems / User Support Intern

May 2015 - Aug 2015

Managed JIRA databases. Managed FTP servers. Setup testing environments for new software releases. Managed client education database.

Skills

UI/UX Design, Wireframing, Information Architecture, Research, Rapid Prototyping, Front-End Development, Strategy, Concepting, User Journey Mapping, Branding

Tools

Sketch, Figma, InVision, Adobe CC, HTML, CSS, JavaScript, React, SwiftUI, Flinto, Abstract, VS Code