

Education

North Carolina State University
BS in Graphic Design, May 2016
4.0 GPA

Skills & Tools

- UI Design in *Sketch*
- Wireframing in *Balsamiq*
- Prototyping in *InVision*
- Website Production in *WordPress, Squarespace, Webflow*
- Design in *Adobe Illustrator, Photoshop, and InDesign*
- Photography & Videography
- Animating in *Keynote*
- Basic coding in *HTML5, CSS*
- Agile Methodologies in *Jira*
- Project Management

Honors & Awards

Valassis Digital Hackathon “Crowd Favorite” Award

April 2018

Voted most popular Hackathon project out of 24 company projects (and formed the company’s first all-woman hackathon team).

Dean’s Award

May 2016

Award given to one student in each graduating class in recognition of cornerstone contributions to the College of Design community.

Experience

User Experience Designer, Independent

November 2018 - Present / 8 months

Work with early stage startups, small businesses, and agencies to:

- Diagnose pain points through user testing and client discussions
- Strategize product and brand vision with thorough market research and ideation sessions
- Outline, wireframe, and visually design digital products
- Produce logos, print materials, and comprehensive brand systems
- Implement websites using Squarespace, WordPress, and Webflow based on client needs
- Project manage effectively to deliver by client deadline

Interaction Designer, Valassis Digital (previously MaxPoint Interactive)

June 2016 - November 2018 / 2.5 years

- Created wireframes, user flows, and navigational structures within the Agile process for complex advertising technology systems in accordance with user and client needs
- Standardized the design process for product features and initiatives across the UX and Marketing teams
- Crafted animations and presentations for sales pitches
- Presented full product systems effectively to designers, product managers and engineers for implementation

Freelance Graphic Designer, Paradigm Innovation

February 2018 - April 2019 / 1 year

- Redesigned Paradigm Innovation’s brand and website to better reflect its maturity in the business design consulting industry
- Designed slide decks, websites, wireframes, and business strategy for early stage startups

Lead Designer, NC State University Caldwell Fellows Program

August 2016 - present / 3 years

- Produce marketing and communications materials for yearly events, social media, capital campaigns, and the annual report
- Led a Communications Team to deliver a brand system for their 50th Anniversary Alumni Conference
- Built an alumni website with Caldwell Fellows administrators and alumni stakeholders