



EXPERIENCE

UX FREELANCE & CONSULT

USER EXPERIENCE DESIGNER

OCT 2018 - PRESENT

Support clients by using UX best practices to provide information architecture, user flows, user insights and other actionable deliverables for better user experiences

HOUSEPITALITY FAMILY, THE BOATHOUSE

GUEST EXPERIENCE

SEP 2018 - PRESENT

Develop high impact low effort initiatives to improve guest experiences for the Private Events & Wedding Department.
Observe and assess inefficiencies then innovate them to develop new procedures that benefit both internal and external guest

CARMAX

JUNIOR PRODUCT DESIGNER

AUG 2017 - MAY 2018

Act as Discovery Lead on special product initiatives. Responsible for user interviews, competitive analysis, heuristic review & usability testing. Present recommendations to stakeholders with wireframes, prototypes & user flow. Collaborate with developers, product managers & strategist for implementation. Rotate amongst various product teams and support their product designers through discovery, design & delivery.

PRODUCT DESIGN INTERN

JUNE 2017 - AUG 2017

Collaborate with two developer interns to create an internal web application platform for associates. Developed through various UX methodologies, iterative design, prototyping & usability testing. Collaborated with various stakeholders & other product teams for the successful deployment of our product.

THE BOATHOUSE RESTAURANT GROUP

ASSISTANT EVENT COORDINATOR

SEPT 2015- DEC 2016

Advocate for high standards of excellence through service design to provide delightful and rewarding customer experiences.

DISCOVERY COMMUNICATIONS

MARKETING CONCEPTUALIST DESIGN INTERN

DEC 2013 - MAY 2014

Creatively collaborated on a dynamic team to plan and pitch digital outreach initiatives with focused strategies and tactics for a live event across multiple platforms.
Conducted and analyzed research to find insights which lead to developing creative tactics to connect with targeted audiences.

INTEREST

MERGING PASSION OF LOGIC & BEAUTY CURATING MEANINGFUL HUMAN CENTERED DESIGN

Traveling, refining my fashion collection, knitting, my dog, historical dramas, immersing myself in different cultures & perspectives

CONTACT

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EDUCATION

VCU BRANDCENTER

Experience Design

May 2018, MS in Business

JAMES MADISON UNIVERSITY

Converged Media + Public Relations

May 2014

SKILLS

DISCOVERY

User Interviews + Research

User Journey + Flows

Persona

Story Board

Usability Testing

DESIGN

Concept Ideation

Wireframes

Information Architecture

Lo + Hi Fidelity Prototype

User Interface Design

TOOLS

Sketch

Invision

Principle

Keynote

Illustrator

Adobe XD

Ethn.io

Usertesting.com

Lean Kit

Optimal Workshop

Sharpies

Post- its

AWARD

BEST IN FESTIVAL FOR INTERACTIVE MULTIMEDIA 2014

AWARDED BY BROADCAST EDUCATION ASSOCIATION