

Design + Branding Consultant, AthliOS – Los Angeles, CA | May 2017 – Current

A connected fitness platform and consulting firm that builds cloud-based experiences for fitness equipment manufacturers and clubs. Currently powers connected products for brands such as Woodway, Equinox, Polar and True.

- Oversee all UX/UI related projects and design of marketing materials—including website and pitch decks.
- Led cross-discipline team of Olympic running coaches and developers on Woodway StrideLab project. Effectively visualized running efficiency data to help athletes combat fatigue. Launched Q2 2018 on Woodway Curve.
- Redesigned Woodway Curve UI. Resolved usability issues and integrated, engaging micro-interactions. Launched Q1 2018.
- Defined AthliOS' brand DNA, creative direction, identity and visual aesthetic in 70-page brand book.
- Designed dual treadmill UIs and TV display with a team of 3 developers for Woodway and Polar's 48-hour continuous relay fundraiser.

Director of Marketing + Design, Burn 60 Studios – Los Angeles, CA | February 2016 – May 2019

Burn 60 is a group fitness studio. Currently operating 2 locations in the greater Los Angeles area with an average of 3,000+ monthly visits.

- Designed build-measure-learn feedback model to test and improve sales and promotional strategy. Since 2016, averaging 13% YoY client growth and 12% YoY increase in attendance.
- Established a company-wide operational structure to improve productivity and creative output. Including weekly corporate/retail managers meetings, agile methodologies and structured "learning time."
- Executed design of Facebook retargeting campaign and 15 step automated sales funnel, increasing YoY intro offer traffic by 70% (120+ visits per month) since 2016.
- Spearheaded design and implementation of Burn 60 Plus Project. Led research, ideation, designed treadmill/group training/trainer control UIs. Launched Q4 2018.
- Co-produced 11 workout videos for FabFitFun TV. Designed storyboards, graphic identity, assisted director and editors. Videos reach 600,000 FFFTV members, make up 65% of video plays in Bootcamp category and 10% overall.
- Led major re-positioning initiative, introduced new brand strategy, redesigned website, graphic language and aesthetic.
- Led design of Burn 60 Live treadmill UI and production of on-demand workouts. Built first MVP in 2 months and secured treadmill manufacturer partner. Expected launch Q1 2020.

Founder + Head of Design, Wayback Apparel – Miami, FL | August 2013 – August 2015

Wayback Apparel is a fully automated custom apparel platform and marketplace for Fraternities and Sororities.

- Designed product concept around collegiate apparel chair needs, consisting of a personalized management dashboard, Etsy-style storefront, just-in-time printing process, live inventory tracker and individualized shipping capabilities.
- Successfully led fundraising efforts for the company, raising \$50,000 from investor Kottonzoo LLC.
- Led design of web platform with 3 engineers, generating \$25,000 in year 1 revenue. Recouped initial investment in year 2.

Education

- School of Visual Arts '21 | MFA Interaction Design
- Indiana University Media School '15 | Major: Advertising + Web Design | Minor: Apparel Merchandising

Skills

- Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Excel Modeling