

Professional Summary

Dynamic product designer with a passion for creative collaboration across teams and employing end-to-end UX processes to deliver intuitive, user-centered designs that effectively address business challenges and elevate brands.

Experience

Product Designer

Freelance | 2020–Present

Mightier

- Increased engagement and lowered bounce rate with mobile-first Resource page design
- Optimized homepage conversion by conducting in-depth user research study
- Collaborated on Enterprise campaign launch with information architecture, content and design of new web pages
- Researched and designed features for parent app and contributed to improving design system and website QA

CKB

- Increased revenue by elevating brand with new service model, website IA, marketing material UX design and writing
- Optimized CMS workflows and communication processes for improved efficiency

Beautiful Day Co.

- Conducted thorough user and market research to inform persona creation and drive user flows
- Designed and wrote UX copy for responsive e-commerce website, logo, and product labels

Small Business Owner

Beauty Design | 2013–2020

- Increased profits through Wordpress website design, branding, copy, CMS SaaS implementation and SM marketing
- Provided beauty design, art direction, and subcontractor management for events, campaigns, and editorial shoots

Music Teacher

Private, K–12, University | 2006–2018

- Designed, taught, directed and co-directed engaging curriculum and performances for diverse learners

Skills Trainer

Albertina Kerr | 2009–2010

- Conducted data observation and behavioral analysis, collaboratively designed treatment plans with stakeholders
- Taught community-based emotional/behavioral skills to youth and maintained HIPAA-compliant documentation

Education

UX Design Certificate

Designlab, UX Academy
2019–2020

Psychology courses

Western Seminary
2009–2011

Master of Education

Portland State University
2004–2006

Skills & Tools

Figma, Photoshop, Invision, Jira, Miro, Trello, Dovetail, Respondent, Lookback, Maze, Microsoft Office Suite, Google Suite, User Research, User Interviews, Surveys, Card Sorting, User Personas, User Journeys, User Flows, Interaction Design, User Interface Design, Wireframing, Prototyping, Usability Testing, WordPress, Webflow