

## My Skills.

Design Thinking  
User Journey Mapping  
Agile Methodology  
Lean UX  
A/B Testing  
Brand Strategy  
Project Management  
Competitive Audits  
Data Analysis  
Human-Centered Design  
Quant. & Qual. Research  
UI / UX Design  
Wireframing  
Rapid Prototyping  
Jira / Miro  
Figma / Sketch  
HTML / CSS / Unity  
Adobe CC / MS Office

## My Education.

VCU Brandcenter  
M.S., Business & Experience  
Design, Expected May, 2021

University of Virginia  
B.A., Biology, 2014

## Side Hustles.

Flatlanders, LLC  
A company a couple friends and I started to produce and distribute a board game we made called "Big Cheese."

## My Experiences.

Mashaden Creative Cofounder / Product Lead, 2020 - Present

- Co-founded a design agency to ship a product platform for a regional economic development authority to help increase startup community participation in Richmond, VA.
- Led a product design team using data driven insights to design and deliver a solution that helps grow the regional startup ecosystem and internalize workforce talent.
- Worked cross-functionally with developers and stakeholders to create a roadmap that aligned with business objectives and establish qualitative and quantitative success metrics.

Sylvain Labs Product Strategy & Innovation Intern, Summer 2020

- Utilized Design Thinking and identified user facing design principles to develop innovative products to meet business goals in collaboration with external partners.
- Analyzed user feedback and data from existing client product platforms and combined these insights with market analysis to develop new product strategies.

VCU Brandcenter Experience Designer, 2019-Present

- Worked with internal partners across multi-disciplinary teams to utilize human-centered design to create solutions that improve a brand's customer touchpoints.
- Defined product direction and prioritized and managed features to concept and prototype intuitive customer experiences across multiple projects within a set timeline.

Optimal Research Operations Manager, 2016-2018

- Managed day-to-day operational planning and provided oversight for laboratory research conducted in support of on-going clinical trials.
- Worked with key stakeholders to establish trial testing goals and develop a testing roadmap to ensure an accurate and timely pharmaceutical product development process.

Advanced Bioscience Laboratories Analytical Project Manager, 2015-2016

- Led development, training, and implementation of new drug product platforms including new assay optimization, qualification and validation for client specific immunosassays.

Research Associate, 2014-2015

- Conducted experiments in support of new pharmaceutical product development and performed data review and analysis for final deliverables to client.