

## EXPERIENCE

### UX Designer

*Hy-Vee (HST) — Grocery Tech | Jul 2020 - Present*

- Lead the design and improvements that allows customers to easily and seamlessly shop recipe ingredients through our online portal.
- Used 4 different research methodologies, to conduct 30+ research studies which aided the design's direction and developer handoff for various projects.
- Created wireframes, mockups, and 10+ prototypes of our customer-facing website and app used for development handoff for various projects.
- Contributed to the development of 3 research templates which saved the UX team's preparation time by 2 hours.

### UX Designer - Consultant

*Source Allies Inc. — Technology Consultancy | Apr 2019 - June 2020*

- Lead the research and design in collaboration with a scrum team to implement a client's app within a 1 year deadline that was delivered on time and under budget.
- Collaborated with POs in requirements gathering, 10+ rounds of user testing, and the creation of 40+ design artifacts within 9 months before the app's MVP release.
- Conducted 15 user interviews which helped validate a new design opportunity and direction.
- Lead the design direction and MVP of a B2B2C digital report while working under budget and limited resources.

### UX Designer

*Workiva, Inc. — Cloud-based Financial Software | May 2017 - Apr 2019*

- Improved 40+ different features and designed 10+ new features for 2 SaaS products which helped customers convert over from an old flash platform.
- Worked alongside 2 Product Managers to understand business needs, roadmap expectations, while seeking out opportunities to improve product experience.
- Helped increase design maturity by facilitating design sessions for stakeholders and product teams which lead to shared insights and product planning.

## SKILLS

Product Design

UX Research Methodologies

Responsive Web & Mobile

App Design

Design Systems

Prototyping & Wireframing

## TOOLS

Figma

Sketch

UserZoom

Axure RP

HTML / CSS

## VOLUNTEER

APDList UX Mentor

Speaker at the 2019 dsmAgile

Design Buddies Game Club Lead

Design Buddies Admin & Lead  
Events Planner

## EDUCATION

**Master of Science**

**Human-Computer Interaction**

May 2018

Iowa State University

**Bachelor of Industrial Design**

Dec 2015

Iowa State University