

SUMMARY

Analytical and systematic Product Designer with background in graphic design, user empathy, and client communications. Passionate about identifying problems, creative problem solving, and increasing efficiency. Eager to understand services, systems, and people. Balancing solutions between business goals and customer missions. Excited to face new challenges in collaborative environments. Constantly learning and sharing knowledge with others.

SKILLS

UX/UI: A/B testing, prototyping, interviewing, public speaking, UI design, style guide development, illustration, conversational in CSS, HTML, Javascript

Technical: Adobe XD, Figma, InVision, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Webflow, SolidWorks, SketchUp, photography, videography

CURRENT ROLE

Product Designer (Industrial) | Covercraft Inc.

Denver, CO | 2014-present

• Expanded companies product portfolio through research and development. • Lead, empower, and collaborate with multi-disciplinary small teams. • Ensure industrial design product quality is consistent through curation and maintenance of design library including documentation, prototypes, material samples and other artifacts. • Train and mentor new hires on design principles, and work processes, and design trends. • Provide clarity, and support to production, customer service, and marketing teams.

Key Accomplishments: • Spearheaded customer ordering experience improvement project and gaining stakeholder support • Increased efficiency by 25% by standardizing production documentation and establishing brand standards. • Improved honest, direct, and transparent interpersonal connections through open communication of needs and pain points using Design thinking methods.

RELEVANT EXPERIENCE

Graphic Designer | Consultant

Denver, CO / Rochester, NY | 2011-Present

• Enabled B2B and B2C clients to share their products with customers through the use of color, fonts, graphics, and photography in physical and digital solutions. • Designed style guides, websites, catalogs, and advertisements. • Created illustrations, icons, brand and marketing assets, and logos.

User Experience Design Consultant | Scannx Inc.

Denver, CO / Rochester, NY | 2012-2016

• Expanded market reach 300% by refactoring User interfaces for private label partners. • Enabled improved usability through heuristic evaluations and suggested user experience enhancements. • Developed visual design system, color palette, digital asset creation, icons, and other deliverables. • Created style guides, illustrations, and design specifications based on technical constraints • Facilitated design implementation through requirements gathering and redlining for developers.

UI Graphic Design Contractor | P.R.I.D.E. Marketing

Denver, CO | 2012

• Improved market reach through CSS and HTML styling for 24+ client websites in Agile development environment.

UI Graphic Design Contractor | Xerox

Webster, NY | 2011

• Facilitated feature applications improvements through elaboration of user workflow diagrams, high quality sketches, and screen mock-ups. • Brought enterprise software to market through creation of UI graphics and SVG icons. • Presented design comps and other artifacts to product management, developers, technical writers through regular scrum meetings.

PROJECTS

Roasty Ghost Coffee virtual storefront | View mobile prototype in Figma: <http://bit.ly/3ctgR9F>

Summary: Defined and designed web-based storefront for local coffee roaster start-up using strategic thinking, prospective customer feedback, and field studies with a focus on simplicity in user flows. Used customer research to inform product visioning and UX Research methodologies to find user groups. **Roles:** Competitive analysis, product design, A/B testing, interaction design, asset creation, prototype mockups, design strategy, style guide, redlining for engineers. **Tools:** Figma, Miro, Trello, Maze, Adobe Illustrator

Camp-O-Rama Mobile App | View Medium-Fidelity Prototype in Adobe XD: <http://adobe.ly/3tiUv1E>

Summary: Improved usability of website to retain and increase volunteers at non-profit organization using quantitative and qualitative research. **Roles:** User testing, WCAG analysis, UX Architect, user journey maps, flow charts, survey creation, redlines, screen mockups. **Tools:** Figma, Google Docs, Sheets, and Forms, Miro, Adobe Illustrator, Chrome DevTools

Urban Peak Site Improvement | View prototype in Figma: <http://bit.ly/3rMlvWD>

Summary: Improved usability of website to retain and increase volunteers at non-profit organization using qualitative and quantitative research | **Roles:** User testing, Research strategy, UX Architect, user journey maps, flow charts, survey creation, redlines, screen mockups. | **Tools:** Figma, Google Docs, Sheets, and Forms, Miro, Adobe Illustrator, Chrome DevTools

ADDITIONAL EXPERIENCE

Professional Photographer Denver, CO / Rochester, NY / Philadelphia, PA | 2003-present

Customer service team lead in telecom industry Rochester, NY | 6 years

Cinematographer/editor at film and broadcast industries Rochester, NY / Philadelphia, PA | 3 years

EDUCATION

UXUI Bootcamp Certificate: University of Denver, Denver, CO — Graduated March 2021

Intensive 24-week-long boot camp dedicated to UX and UI processes and practices. Skills learned included planning and conducting user-centric design research, interviews, and testing; information architecture; wireframing; visual prototyping; style guides; and developer hand-off. Tools employed: Figma, Adobe XD, Miro, Trello, and InVision.

AAS Graphic Design and Printing: Monroe Community College, Rochester, NY

Courses covered sketching, typography, layout, color theory, presentation and critique. Tools learned: Adobe InDesign, Illustrator, and Photoshop.

BFA TV and Film Production: DeSales University, Coopersburg, PA

Experience gained in story-boarding, production planning, direction, cinematography, studio and location lighting, and non-linear editing. Skills acquired in Adobe Premiere, Final Cut Pro, Avid, digital video, still and motion photography.

ADDITIONAL ACCOMPLISHMENTS

Organizer and ride leader

Denver Bicycle Crew, 2017-present

AIGA CO Executive board member

Multiple roles, 2012-2019

Published Photographer

Diverse range of publications

Exhibiting Photographic Artist

Bethlehem House Gallery

Designer and Mechanic

Bikes Together, Denver 2012-2015

Rep. of the Year Award

PAETEC Customer Care Team

'Best Cinematography'

48 Hour Film Project '04

Eagle Scout Rank

Boy Scouts of America