



## Qualifications

As Creative Director, I have been able to refresh, create, and manage numerous brands to success. Building customer experiences that are beautiful, human centered, and functional are the bedrock of my design philosophy. I have experience developing web/app component libraries, user research, personas, prototyping, usability testing, MVP delivery, SEO analytics, accessibility, and AB testing.

My passion for the psychology of design has assisted me in a catalog of unique user experiences, brand visions, and effective marketing strategies. I am a self-starter with a proven ability to lead, mentor, and inspire a team of designers and marketers.

## Notable Skills

### UX/UI Design

UX Research, Wireframes, User Flows & Journeys, Web Responsive, Web & Mobile Apps, Content Management Systems (CMS), Design Systems, Component Libraries, Low-High Fidelity Prototyping, Usability Testing

### Creative Direction

Branding & Concept Development, Identity Systems, Art Direction, Videography, Photography, Podcasting

### Marketing

B2B & B2C Brand Vision & Strategy, Marketing Strategy, Social Media Management, Copywriting, User-Review Websites, E-mail Automation

### Team Management

Team Development, Mentoring, Project Management, Video / Audio Production, Budget Management

### Business Development

Video Podcasting, Identity Development, Logo Design, Company Branding, Client Interviews, Corporate Communications, Presentations, Trade Shows

## Software Skills

### UX/UI Design

Figma, XD, InVision, Webflow, Wordpress, WCAG 2.0

### Graphics & Video

Adobe Photoshop, Illustrator, InDesign, Premier

### Project Management

Monday, Trello, Jira, Confluence, Sprint Agile, Miro

## Experience

### Softway

SENIOR USER EXPERIENCE DESIGNER

CONTRACT

Jan 2022 - Present

Created Figma based prototypes for enterprise client who is a leader in the HVAC space. Conducted multiple usability tests to validate the prototype by interviewing existing users. Presented my findings and recommendations to stakeholders. Worked closely with dev team throughout process to ensure smooth hand-off.

### Projekt202

SENIOR USER EXPERIENCE DESIGNER

CONTRACT

Sept 2021 - Dec 2021

As Senior UX Designer I created Figma component library for an enterprise client. Contributed to prototype designs with multiple flows for MVP deliverables. I also performed an accessibility audit on the marketing web concept to ensure WCAG 2.0 AA compliance.

### PioneerRx Pharmacy Software

CREATIVE DIRECTOR

Mar 2018 - Aug 2021

As a hands-on Creative Director, I designed and managed multiple brand/product websites and apps. I also created product and website content, wireframes, user flows, low and high fidelity prototypes, managed SEO initiatives, analytics, AB testing, user research, and social media channels. Created a new brand vision that shaped how PioneerRx performs in the market. This refresh included an overhaul of the brand identity system, website, sales, trade show, installation, and e-mail materials. I also mentored a team of four designers and executive produced the Catalyst Pharmacy Podcast.

### Source Communications

CREATIVE DIRECTOR

Jul 2016 - Mar 2018

As Creative Director I collaborated with clients, designers, and production teams to develop brand concepts and delivered full marketing packages. Deliverables included multi-page website concepts, brand visions, logos, brochures, inserts, business cards, stationery, and signage concepts.

### thyssenkrupp Elevator

SENIOR GRAPHIC DESIGNER

Nov 2015 - Jul 2016

My responsibilities included redesigning product guides and marketing collateral for the entire product line of elevators, services, and add-on products.

### Genesis Real Estate Group

GRAPHIC DESIGNER

Jan 2012 - Nov 2015

Designed and created brand websites, marketing materials, logos, and signage.

## Education

### University of Texas at Arlington

BACHELOR OF FINE ARTS - VISUAL COMMUNICATION