

ABOUT ME

I am a Product Designer with a special appreciation for companies and startups that are solving complex problems with elegant solutions. In my next role am looking to bring my design talents to define a process, conceptualize ideas, build a product, and solve design dilemmas.

EXPERIENCE

- **Staff Product Designer • Shipwell** NOV 2023 - PRESENT
- **Senior Product Designer** JAN 2022 - NOV 2023
- **Product Designer** DEC 2019 - JAN 2022
 - Location: Remote*
 - Interface directly with CEO, senior leadership, customer success, engineering and fellow product members throughout the full design process and define product information architecture.
 - Create wireframes, high fidelity designs and full prototypes that illustrate product interactions in Figma.
 - Overhauled, managed and designed entire outdated design system, while factoring in accessibility, patterns, interactive cohesion and guidelines for designers and developers to ensure brand consistency.
 - Facilitate user testing, research, interviews, and design workshops to identify consumer needs and translate business goals into product opportunities and while incorporating user and customer feedback.
 - Fulfill role as the lead designer across several squads and cross-functional designs within web and mobile to interpret and distill complex requirements and customer needs, and visually depict the ideal user experience.
 - Lead UI Guild with designers and developers to effectively clean up old designs and code, leading to consistency across entire platform, improve development speed and create a unified product.
- **Senior Design Consultant • Mondo** SEPT 2019 - DEC 2019
 - Location: Austin, TX*
 - Using Adobe Create Suite, ideate, concept and create designs developments for global entertainment brands/Mondo clients (subsidiary of Alamo Drafthouse).
 - Coordinate with Creative Director, Project Manager, Licensing and Marketing to gather requirements and design parameters to create design solutions for 20+ external and internal company projects.
- **Product Designer • CognitiveScale** JUL 2018 - SEPT 2019
 - Location: Austin, TX*
 - Lead the design for Cortex Profile Explorer feature, which resulted in increased functionality, improved visualization of components, and an enhanced user experience from a previous outdated feature.
 - Created user personas for the companies main stakeholders which led to a higher quality of feature work and allowed the design team to work swiftly and effectively in their design process.
 - Concept, wireframe, iterate & design high-fidelity prototypes based on external stakeholders and internal business needs. Translated those complex user needs into an understandable & simple solution.
 - Ensure compliance with design, brand, legal, accessibility standards & requirements.
 - Development & improvement of the company's design system, design processes, standards & guidelines.
 - Built and designed a multitude of internal features using Sketch, Invision and Abstract while adhering to the agile practices working directly with developers, QA team, company leadership and a design team to resolve technical issues.
- **Graphic Artist • Whole Foods Market** JUN 2016 - JUN 2018
 - Location: Austin, TX*
 - Managed the Whole Foods Market flagship store's marketing and print collateral with partnerships with Regional and Global Marketing teams to create signage for print & web graphics adhering to Whole Foods Market brand standards.
 - Designed custom and global graphics while utilizing in-house large format prints, vinyls, & hand illustrations and chalks.
 - Maintained budget to order & manage supplies and equipment needed to perform job responsibilities.
 - Lead and oversaw the launch of Global Whole Foods Market programs & marketing campaigns.
 - Tasked with training, onboarding and mentoring new Graphic Artists in the Southwest Region.

EDUCATION

- **AAS, Graphic Design**
Austin Community College • Austin, TX
2013 - 2016
- **BFA, Studio Art // Emphasis in Fibers**
Texas State University • San Marcos, TX
2007 - 2010
- **Intern • Graphic Designs**
Austin Women Magazine • Austin, TX
2010 Spring Semester
- *** BFA, Art and Design**
Arizona State University • Tempe, AZ
2006 - 2007

ORGANIZATIONS + ACTIVITIES

- **Anti-Defamation League • GLI Co-Chair**
ADL Austin Board and Executive Committee
Austin Chapter 2016- 2020
- **American Institute of Graphic Artists (AIGA)**
Austin Chapter 2016- 2021
- **Design Portfolio Reviewer**
Austin Community College
Fall 2016- Present
- **Chi Omega Fraternity**
Alpha Zeta Chapter
2007- 2010
- **Texas State University Fine Arts & Communication Council of Scholars**
2011

SOFTWARE + SKILLS

Figma	Wireframing
Sketch	User Testing
Adobe CC	User Research
FullStory	User Flows
JIRA/Confluence	Design Workshops
Prototyping	Agile Development
Atomic Design	Illustration
Design Systems	Marketing
Information Architecture	Print Production
B2B / B2C	Painting
A/B + Usability Testing	Photography