

ABOUT ME

I am a Product Designer with a passion to solve complex problems with elegant solutions by boldly innovating with pragmatism. I strive for design excellence through consistency, curiosity, and continuous learning, while also empowering others to achieve the same.

EXPERIENCE

● Staff Product Designer • Shipwell NOV 2023 - PRESENT

● Senior Product Designer JAN 2022 - NOV 2023

● Product Designer DEC 2019 - JAN 2022

Location: Remote

- Collaborate with CEO, senior leadership, product managers, customer success, engineering and design to define the product vision and roadmap, ensuring brand consistency and product vision.
- Utilizing the end to end design process to research and define user needs, and create wireframes, high-fidelity designs and prototypes that illustrate product interactions in Figma.
- Managed the Shipwell design system and component library, ensuring accessibility, patterns, interactive cohesion and guidelines for designers and developer consistency and efficiency.
- Facilitate user interviews, research, testing, and design workshops to identify user needs and translate to business goals and product opportunities, while incorporating customer feedback.
- Lead designer across 3+ squads and cross-functional teams designing within web and mobile.
- Oversee and run the UI Guild, a group of designers and developers that create and rebuild outdated components and code, leading to consistency across the platform and improve development speed.

● 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

- Designer across multiple features utilizing user research and interviews to distill customer needs resulting in improved functionality, an enhanced user experience and visual consistency.
- Interviewed users and crafted product personas of our key stakeholders, promoting a higher quality product vision reflecting user needs and streamlining the design process.
- Conceptualize, wireframe, iterate and design high-fidelity designs and prototypes based on stakeholder and business needs.
- Translated complex user needs into an understandable and simple solutions.
- Ensure compliance with design, brand, legal, accessibility standards & requirements.
- Development & improvement of CognitiveScale's design system, components, design processes, standards and guidelines.
- Built and designed internal features using Sketch, Invision and Abstract, adhering to the agile practices working directly with developers, QA, leadership and a design team to resolve technical roadblocks.

● Graphic Artist • Whole Foods Market JUN 2016 - JUN 2018

Location: Austin, TX

- Managed the flagship Whole Foods Market store's marketing and print collateral partnering with Regional and Global Marketing teams to create signage for print & web graphics adhering to Whole Foods Market brand standards.
- Lead and oversaw the launch of Global Whole Foods Market programs & marketing campaigns.
- Designed custom and global graphics while utilizing in-house large format prints, vinyls, & hand illustrations and chalks.
- Maintained design budget for supplies and equipment needs to perform job responsibilities.
- Trained, onboarded and mentored new Graphic Artists in the Southwest Region.

EDUCATION

● Nielson Norman

Certificate in Design Systems + Pattern Libraries
2022

● AAS, Graphic Design

Austin Community College
2013 - 2016

● BFA, Art and Design // Fibers

Texas State University
2007 - 2010

● Intern • Graphic Design

Austin Women Magazine
2010

● Art and Design

Arizona State University
2006 - 2007

ORGANIZATIONS + ACTIVITIES

● Denver Junior League

July 2024 - Present

● Design Portfolio Reviewer

Austin Community College
Fall 2016- Present

● Anti-Defamation League

Austin Board and Executive Committee + GLI Co-Chair
Austin Chapter 2016- 2020

● American Institute of Graphic Artists (AIGA)

Austin Chapter 2016- 2021

● Chi Omega Fraternity

Alpha Zeta Chapter
2007- 2010

● Texas State University Fine Arts & Communication Council of Scholars

2011

SOFTWARE + SKILLS

Figma
Sketch
Adobe CC
FullStory
JIRA/Confluence
Prototyping
Atomic Design
Design Systems
Information Architecture
B2B / B2C
Usability Testing

Wireframing
Accessible Design
User Research
User Flows
Design Workshops
Agile Development
Illustration
Marketing
Print Production
Painting
Photography