



OVERVIEW

Driven to curate great software experiences, I am passionate about user-centered design. With over ten years of diverse design and technology experience, I effectively lead cross-functional teams to improve user experience.

As a strategic thinker that dismantles silos and creates collaboration, I strategize with product managers, ideate with designers and collaborate with developers to create adaptable and progressive software experiences. User advocacy through data-driven insights is a key component in my delivery of meaningful solutions that meet business goals and delight users.

EXPERTISE

Interaction Design
Visual Design
Agile and Lean Methodology
HTML5, CSS3, Sass, Gulp
Javascript, jQuery, Git

TOOLKIT

Sketch3, Invision
Adobe (Ps, Ai, Id, Pr, Ae, Xd)
Jira, Asana, Aha
Microsoft Office
Wordpress, Drupal, Jekyll

PROFESSIONAL EXPERIENCE

3 BIRDS MARKETING CHAPEL HILL, NC

3 Birds Marketing offers an advanced marketing platform for the automotive industry. With a broad offering of products, dealerships can create, schedule and monitor marketing campaigns across multiple channels. Advanced analytics allow dealerships to compare themselves to the competition and target areas of improvement. I was hired to strategize and implement a comprehensive solution to the fragmented user experience in the platform and to prepare the products for a SaaS play in the market.

SENIOR UX DESIGNER

JANUARY 2017 - PRESENT

- » Communicates UX principles to leadership and maintains clarity of purpose for UX projects.
- » Leads effort to create a design system that includes style guides, pattern libraries and component libraries. Designs created with Sketch, stored through Git and released internally through Jekyll.
- » Drives innovation for a complex automated marketing product.
- » Incrementally improves user experience for a scheduling calendar, email builder, content library and other products.
- » Uses personas, journey maps, storyboards and other methods to inform design process for products.
- » Facilitates workshops to determine key features and creates road map to implement features.
- » Conducts research using methods such as interviews, questionnaires, contextual inquiry and heat mapping.
- » Advocates for Lean UX and Agile development.
- » Works closely with product managers to create strategies, phases and timelines for features.
- » Mentors designers and front-end developers with focus on team development.

UX DESIGNER/ DEVELOPER

JANUARY 2016 - DECEMBER 2016

- » Leads meetings with stakeholders to present UX strategy and build a foundation for improving user experience. Sets guiding principles and maintains clarity of purpose through the design process.
- » Provides wireframes, prototypes, and HTML templates to development.
- » Conducts research with the stakeholders and users. Delivers analysis to the executive team to create a progressive plan of feature implementation.
- » Teaches other developers front-end tools such as Gulp, Sass, Bower, NPM, and Git.
- » Learned Visual Studio and C# Razor Templates to be more effective in UI development
- » Improved front-end workflow through OOCSS and consistent semantic patterns to improve build times and scalability.
- » Designed and developed internal website for all UX information including projects, research and guiding principles.
- » Redesigned the company blog and developed a new theme in Wordpress.

RIVERS AGENCY CHAPEL HILL, NC

MEDIA DESIGNER/ DEVELOPER

SEPTEMBER 2014 - JANUARY 2016

- » Led development for large Drupal projects including client communication and project management.
- » Participated in client meetings and wrote proposals that led to new business.
- » Interceded on a failing web project and got the project back on schedule and delivered.
- » Managed design production and content teams for a complete redesign of Creebulb.com with tight deadlines.
- » Led projects in Wordpress contributing visual design, information architecture and front-end development.
- » Edited video and created motion graphics for TV commercials and online media. Distributed commercials nationally insuring format and deadlines were met for broadcast. Set standards for internal media organization.

DASHTON DESIGN DURHAM, NC

DESIGNER AND DEVELOPER

MARCH 2014 - SEPTEMBER 2014

- » Provided automated production solutions to clients in order to reduce production time and cut costs.
- » Designed and developed websites to market businesses to a wider audience and increase revenues.
- » Led visual and user interface design for an online application to improve experience and attract users.
- » Designed brochures and banners to help businesses attract clients at marketing events and trade shows.

EVOX TELEVISION LOS ANGELES, CALIFORNIA

LEAD DESIGNER AND DEVELOPER

OCTOBER 2013 – FEBRUARY 2014

- » Led redesign for two web properties to strengthen aesthetics, improve experience and lower bounce rate.
- » Developed in Wordpress to implement design updates.
- » Designed online advertisements to increase ecommerce revenue.

QUIKSILVER INC HUNTINGTON BEACH, CALIFORNIA

LEAD PRODUCTION ARTIST

JANUARY 2013 – OCTOBER 2013

- » Created global templates across multiple brands and departments for catalog building.
- » Programmed scripts in Illustrator and Photoshop to quickly automate asset creation.
- » Standardized the information format and workflow from PLM and product managers.
- » Designed comprehensive automated build solution in Indesign through the EasyCatalog plugin.
- » Worked with marketing and apparel design departments to coordinate artwork and product information.

PHOTOGRAPHER

JULY 2012 – DECEMBER 2012

- » Designed and built custom props and mannequin forms for studio.
- » Created visual overlays for CaptureOne to improve consistency in product styling.
- » Trained new photographers on styling methods and workflow of studio.
- » Led styling and photography for winter line of clothing.

PRODUCTION ARTIST AND DIGITAL RETOUCHER

SEPTEMBER 2011 – JULY 2012

- » Oversaw production and asset management on catalogs ranging from 50 - 200 pages.
- » Created global styling manual and asset delivery guidelines to improve workflow.
- » Retouched product, lifestyle and model photography for Quiksilver, DC Shoes, and Roxy.

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Bachelor of Fine Arts in Journalism and Mass Communication, Fall 2004
Visual Communication Sequence