

Hard Skills

Visual Design • User Interface Design • User Research • Analytics • Sketching • Storyboarding • Wireframing • Graphic Design (Print, Digital) • Brand Strategy • Visual Identity Development • Creative Direction • Web Design • Agile Scrum • Project Management • Campaign Design • Multi-channel Marketing • HTML/CSS

Soft Skills

Creativity • Facilitation • Empathy • Cross Team Collaboration • Mentoring • Outcomes Focused • Systems Thinking • Storytelling • Leadership

Tools

Adobe Creative Cloud
Figma • Axure
Hubspot • Google Analytics
Wrike • Asana • Jira

Volunteer Experience

Mentor

ADPList—August 2021—Present

Certifications

Certified Agile Scrum Master

Scrum Alliance—February 2022

SAFe 5 Agilist

Scaled Agile Inc.—April 2023

Education

Bachelor of Arts, Graphic Design

Marymount University
Arlington, Virginia
Graduated May 2012, magna cum laude
Honors Program Member

Experience

PUBLICIS SAPIENT

Senior Experience Designer

October 2022—Present

- Lead UX/UI Designer for the National Institutes of Health Biomedical Research Informatics Computing System
- UX/UI design and user research within multiple projects within the Health Resources Services Administration

HUNTRESS

Creative Design Manager

April 2021—October 2022

- Design new and redesign existing pages for the corporate website, incorporating user behavior data and user experience best practices to increase conversion rates
- Redesigned free trial and demo request landing pages to match overall site branding and improve user experience, leading to a 4.6% increase in conversion rate for trial and 46% increase in conversion rate for demo
- Update and evolve the company brand guidelines and visual identity
- Design and produce print and digital assets for events, webinars, and product launches
- Led implementation of Agile Scrum and project management tool, developed best practices, optimized processes, and trained new team members

CENTAURI

Senior Graphic Designer

January 2020—April 2021

- Create, optimize, and report on targeted landing pages to stakeholders
- Implemented Google Analytics for website performance tracking
- Design all branded collateral, web graphics, social media graphics, and ads
- Manage and evangelize all brand guidelines and standards

PHONE2ACTION

Creative Manager

October 2018—December 2019

- Design of all emails, landing pages, and social media graphics to create a cohesive brand presence
- Manage and update the company website using Wordpress
- Worked with the Product design team to bring the brand into the platform through design system standards
- Project manage and design promotional materials for all product launches

Senior Graphic Designer

March—October 2018

Graphic Designer

September 2016—March 2018

- Lead the development of the company's first brand strategy
- Built out the company's first visual identity and brand guidelines

MDG (MARKETING DESIGN GROUP)

Graphic Designer

July 2014—September 2016

THOMPSON HOSPITALITY

Graphic Designer

June 2012—July 2014