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SUMMARY

UX/UI designer specializing in visual design, with 8 years of experience in graphic design and marketing. I have a passion for user-centric designs that are both beautiful and functional.

SKILLS

UX DESIGN
UI DESIGN
VISUAL DESIGN
USER RESEARCH
USER FLOWS
USER STORIES
PERSONAS
WIREFRAMING
PROTOTYPING
USABILITY TESTING
BRANDING
GRAPHIC DESIGN
VIDEO EDITING
HTML/CSS

TOOLS

FIGMA
INVISION
MARVEL
SKETCH
ADOBE CS
BALSAMIQ
DRAW.IO
OMNIGRAFFLE
GIT/GITHUB

INTERESTS

TRAVEL
VINTAGE CLOTHING
CROCHET
PHOTOGRAPHY

PROJECTS

- Boston Digital** | Website Redesign *Nov 2021 - Jan 2022*
Visual and UX design with the goal of giving the Boston Digital website a more modern and updated look.
- Speakeasy** | Mobile app *June 2020 - Oct 2020*
Wireframing, hi-fi mockup design and prototyping an innovative dating app that recreates the real-world dating experience in an app.
- Dakota Ridge Farm** | Website (Desktop & Mobile) *Jan 2020 - June 2020*
UX design and frontend development for a website redesign where users can book tours and treks on the farm. Process involved a style guide, research, user testing, lo-fi and hifi prototypes, and html/css.
- New Republic** | Website (Desktop & Mobile) *Dec 2019 - Feb 2020*
Visual design for new paywall on website for mobile and desktop. Designs included popup creative and various pages for magazine subscription management.
- DialoggBox** | Mobile App *November 2019 - January 2019*
Visual design for a mobile app that uses AI to increase productivity and make scheduling appointments easier for busy professionals. I designed processes for onboarding, scheduling, and managing calendars.
- Top Trail Horse** | Mobile App *Sept - October 2019*
Designed a mobile app for a horseback riding website where users can track their trail rides and compete with other riders. The app simplifies the process for users so they can do everything in one place from their phone.
- ## EXPERIENCE
- Freelance Digital Designer** | WeightWatchers *Nov 2022 - March 2023*
Remote
- Worked with Growth and Marketing teams to update app store preview screens
 - Designed webpage iterations for various testing such as on pricing pages and homepage
- Freelance UX Designer** | Jahnel Group *Nov 2020 - Present*
Schenectady, NY
- UX design for a behavioral healthcare app called Aptihealth which allows doctors to manage patients' care through the app/website
 - Improved upon design and prototyped new features
 - Contributed to the creation of a design system for the brand



EXPERIENCE (continued)

Lead Creative Strategist | Sociallike

May 2018 - July 2019

New York, NY

- Created and pitched social media strategy plans for clients
- Managed all creative projects for clients, designed graphics and videos for social media placements, and coordinated production with freelancers
- Analyzed data to present progress and KPI's to clients

Digital Marketing Specialist | Prolific Marketing

June 2017 - June 2018

Ballston Spa, NY

- Creation of social media content including photography, graphic design, video editing and copywriting
- Graphic design for print collateral such as signage, flyers, and documents

Freelance Graphic Designer / Marketing Manager | Access Health Systems

June 2017 - June 2018

Latham, NY

- Social media management and content creation for three of the firms companies
- Graphic design for brochures and marketing materials
- Designed and maintained website for Access School Health (www.accessschoolhealth.com)

Owner | Ye Olde Wishin' Shoppe

August 2013 - May 2017

Ballston Spa, NY

- Executed a marketing plan focused on social media and digital marketing to build the business
- Designed all branding, signage and graphics for both print and digital
- Managed the store's e-commerce website including photography, listing items, and order fulfillment

Website Manager | National Museum of Racing & Hall of Fame

April 2014 - March 2015

Saratoga Springs, NY

- Facilitated project of redesigning and updating the museum's website
- Designed graphics for use on web and social media
- Photographed and managed products for e-commerce store

EDUCATION

Bloc/Thinkful Designer Track

Nov 2018 - Sept 2019

UX/UI Design and Frontend Development

SUNY University at Albany | B.A. in Communication

August 2005 - May 2008

Albany, NY

St. John's University | Graphic Design

August 2004 - May 2005

Queens, NY

Shenendehowa High School

Sept 2000 - May 2004

Clifton Park, NY

VOLUNTEER EXPERIENCE

Ballston Spa Business & Professional Association

March 2015 - March 2017

As a member of the Board of Directors for the BSBPA, I was the committee chair for the Social Media, Website and Concerts in the Park committees. I coordinated the project of updating and re-designing the Ballston.org website in 2016 and also completed various graphic design projects for the BSBPA social media and digital marketing.