


 **INTRODUCTION**

As a UX|UI Product Designer with 5 years experience, I have an exceptional ability to synthesize research and analytics to produce design concepts that tell compelling stories. Highly skilled at creative design with a passion for big ideas, small details, and well-timed punchlines. My creative enthusiasm contributes to my strong understanding of user research methods and design tools to brainstorm beyond-the-obvious solutions. I enjoy working collaboratively with diverse people to create perfect user-centric solutions for clients.

 **WORK EXPERIENCE**

 **UX|UI Product Designer**

Freelance 2015 - Present

August 2015 - Present

Key Responsibilities & Duties

- Create comprehensive features and site experiences for GSK, Pfizer, Hot Paper Laterns, GANG, and 7modes, inc.
- Integrate user research, data analysis, and stakeholder feedback to iterate on design solutions.
- Partner with PMs and engineers to support the development of wireframes.
- Collaborate with brand designers to ensure consistency in visual style across all touchpoints in a user journey.

 **Lead Design Instructor**

WeWork Flatiron School & Miami Ad School

January 2019 to July 2020

Key Responsibilities & Duties

- Taught students the UX|UI design process through presentations and in-class activities on research, wireframes, and visual design.
- Demonstrated best case practices and provided actionable feedback on students' soft and hard skills.
- Conducted design reviews to present educational resources and advice to students on their design deliverables.

 **UX Designer**

Wunderman NY

June 2016 to December 2018

Key Responsibilities & Duties

- Designed digital products and experiences for The Coca-Cola Company, Citibank, Etrade, USTA, and other brands.
 - Conducted UX research to create personas, audience segmentation, user journeys, and comparative and competitive audits.
 - Made sketches with preliminary and annotated wireframes, and sitemap to produce clickable prototypes.
- Designed responsive websites, using a mobile-first approach, to prioritize features and support progressive enhancement.

 **COMPUTER SKILLS**

 Adobe Creative Suite

Figma

Google Analytics

HTML

Javascript

Wordpress


Principle

Sketch

InVision


Microsoft Office

 **EDUCATION**

 **User Experience Design Immersive**

General Assembly

June 2015 to September 2015

 **Cultural Anthropology B.A.**

Connecticut College

August 2004 to April 2008

 **INTERESTS AND HOBBIES**



Photography



Music



Gaming



Traveling



Reading



Batman



Sketching



Apple Inc.