

Who am I?

An interationally experienced, UX/UI designer who is devoted to joining an organization that values the design process. Currently seeking a growth oriented experience where I can utilize my diverse skillset to communicate ideas that inspire, inform, or captivate consumers. Others find me to be a highly collaborative, self motivator who enjoys working on a team just as much as executing full projects solo. Playing into my marketing background brings a unique perspective to my approach to design.

Hard Skillset

- ◆ UX Design
- ◆ Wireframing & Rapid Prototyping
- ◆ User Research
- ◆ UI Design
- ◆ HTML & CSS
- ◆ Content Creation
- ◆ Copywriting

Technical Skillset

- ◆ Figma
- ◆ Sketch
- ◆ Adobe Photoshop
- ◆ Adobe XD
- ◆ Shopify Plus
- ◆ Facebook & Google Ads
- ◆ Klaviyo Email Marketing

Soft Skillset

- ◆ Adept Written & Verbal Communicator
- ◆ Curious Intellectually & Creatively
- ◆ Empathetic & Relatable
- ◆ Agile & Adaptable
- ◆ Storyteller

Experience

UX/ UI Designer

10/20 - 12/20

Opie's Sporting Goods

Designed an E-Commerce platform for this new business. Successfully executed the process by utilizing **User Research, Rapid Prototyping, Wireframing, Branding, Logo Design, Usability Testing**, and iterating to a final polished product.

E-Commerce Content & Marketing Lead

04/19 - 04/20

Melbourne Snowboard Centre - Melbourne, AU

Joined Australia's largest E-commerce snow industry business. Role included authoring **all web content creation, copy writing**, social media growth, and e-mail marketing. Managed Facebook/ Instagram advertising, **A/B email testing**, and **interpreting data to improve conversion performance**. Utilized **HTML for web page design**, as well **CSS for creative email design**. Optimized webpages for SEO. Aligned visual culture across all digital platforms, with **user and business goals in mind**. Awarded 2019 Best E-Commerce Snow Business in Southern Hemisphere 2019, and collaborated closely with team for most profitable year on record.

Online Content Manager

07/12 - 04/19

Rib City Arvada, CO

As well as serving as front of the house manager I also established all online presence from social media, to google advertising, and **designed the launch of a successful responsive website**.

Education

2020 | Ironhack Tech Bootcamp Lisbon, Portugal
UX/ UI Design Certification

2013 - 2018 | University of Colorado at Boulder
Communications - Advertising Major