

## Personal Statement

One word that has been at the center of much of my life is why. Exploring why has broadened my understanding of the world and myself. So, I think it is important to offer why.

I have had many great experiences and accomplishments, but it wasn't until I explored design that I truly found my thing. I am without a doubt design-obsessed. One reason for my obsession is that I am drawn to beauty, and good design offers beauty. I also find it impossible to resist good storytelling, and good design is good storytelling. Finally, I hold critical thinking in the highest possible esteem, and good design demonstrates good critical thinking. That is why I design.

## Education

B.S. Web Design

M.F.A. Creative Writing

M.A. Education

B.A. English

## Skills

### Design

Web Design

UI Design

UX Design

Branding

### Development

HTML/CSS

jQuery

Bootstrap

WordPress

### Applications

Sketch

Adobe Suite

InVision

MS Office Suite

### Soft Skills

Critical Thinking

Problem Solving

Communication

Leadership

## Interests

 Design

 Writing

 Sports

 Development

 Literature

 The Arts

## Experience

### *Ideal Living*

#### UX Designer

January, 2019 - Present

Provide creative guidance on the overall look, feel and functionality of web applications for 20+ brands.

Design user-centered, functional, innovative and easy-to-use interfaces that optimize conversions across all e-commerce web applications, including digital marketing and direct-to-consumer websites, landing pages, blogs, microsites, and email marketing campaigns. Utilize UX principles to determine effective design solutions.

Provide front-end development and CMS integration support to ensure smooth transition to new platform.

Conduct usability tests and analyze user behavior information to improve overall user experience.

### *Thinklogic*

#### UX Designer/Developer

February, 2017 - December, 2018

Designed and developed a variety of web applications, including landing pages, entire site redesigns, dashboards, mobile apps.

Responsible for entire UX design process, including site and user research, ideation (quick sketches), prototyping (wireframes and mockups), and evaluation.

Responsible for completing front-end development utilizing HTML, CSS, jQuery, and various frameworks and libraries to prepare for CMS implementation.

Served as Project Manager for design and front-end phases of large scale projects.

Provided website maintenance for a variety of Content Management Systems, including Kentico and WordPress.

Developed Wordpress sites, including site configuration and customization, theme and plugin sourcing, installation, and customization.

### *Confluence Corp*

#### Web Designer/Developer

May, 2016 - November, 2016

Designed websites for organizations, from landing page to entire site redesigns. Worked in all aspects of design process. Developed Wordpress sites, including site configuration and customization, theme and plugin sourcing, installation, and customization, and trouble shooting.

Utilized Sketch, Illustrator, Photoshop, CSS, HTML, PHP, and jQuery. Created a wide range of digital collateral such as HTML emails, animated GIFs, and banner ads.

### *The Art Institute*

#### Instructor/Administrator

June, 2000 - November, 2015

Taught a variety of General Education courses in both on-ground and online modalities. Provided student-centered learning that encouraged student engagement and responsibility. Developed and implemented learner-centered lesson plans and syllabi for English Composition, Creative Writing, Story Writing, Journalism, Remedial English, and Conceptual Storytelling courses.