
Experience

Designation

UX Designer
Jan–July 2018

Through a six-month immersive program I worked closely with a series of small design teams and professional startups to gain a more strategic perspective and holistic approach to my process. We focused on interfaces for both websites and mobile apps. We conducted user research and interviews, iterating on our process through synthesis and user testing. We presented our findings along with artifacts to our clients on a weekly basis, ultimately delivering high-fidelity prototypes and strategic product roadmaps to provide ongoing guidance. We had several partnerships with clients including:

Slice Capital

Seizing on new legislation that allows for greater accessibility, Slice Capital provides early access to investment opportunities through equity crowdfunding. We simplified the onboarding experience and added a more human presence to create assurance and build momentum among users.

SpringFour

SpringFour provides consumers with referrals to local programs and financial products that help them address the root causes of their financial challenges and improve their quality of life. We streamlined their desktop platform to expedite the experience for their rapidly growing user base.

Remedy

Associate Design Director, Senior Designer, Designer
Jan 2014–Feb 2018

I provided direction as a design lead and worked closely with a collaborative team for a variety of health-focused organizations and hospital systems, including Herman Miller Healthcare and IBM Watson Health, as well as Baxter, collaborating on their global brand refresh. I solved a wide range of brand and communications challenges through visual expressions and integrated campaigns including digital, environmental, social, and print, overseeing designs from initial strategy and concepting to final production. I managed production and QA for desktop, tablet and mobile devices. I also provided photography and art direction for a range of campaigns and brands.

Energy BBDO

Design Contractor
Oct–Dec 2013

I created online content for Ziploc's Fresh 180 campaign, including fresh.ziploc.com as well as social media strategy, art direction, photography and design for Facebook and Pinterest.

VSA Partners

Freelance Designer
Sept–Oct 2013

I helped build iconography and infographics for client presentations and web banners.

Education

IDEO U: From Ideas to Action

Fall 2016

I completed IDEO's five-week online course on design thinking best practices, idea development and prototyping, and presenting key takeaways and areas for innovation to my company's creative team.

The University of Michigan, School of Art and Design

Sept 2007–May 2011
BFA, Cum Laude

Skills

Wireframing
Prototyping
Research
User interviews
Usability testing
Journey mapping
Affinity mapping
Data synthesis
Personas
Identity systems
Brand management
Storyboarding
Art direction
Information design
Typography
Iconography
Environmental design
Print design

Tools

Sketch
Axure
InVision
Marvel
InDesign
Illustrator
Photoshop
Keynote
PowerPoint