

SUMMARY

UX designer driving user-based designs through research strategies to enhance user interactions. Specialize in curating client and customer journeys informed from market trends and customer feedback. Excellent communicator with the ability to work cross-functionally across all levels of an organization.

SKILLS

- Spatial Planning
- Attention to Detail
- Solve Problems
- Vision
- Curious
- Experience Design
- User Interface Design
- Figma
- Visual Design
- User Research
- User Testing
- Information Synthesis
- Figma
- Solve Problems
- Creative
- Collaborative Team Leader
- UX/UI Experience Design
- Affinity Mapping
- Wireframing
- Prototyping and mockups
- Information Architecture
- Persona Development
- Design Studio
- Miro
- Canva
- A/B Testing

EXPERIENCE

UX/UI Designer, Fellowship, General Assembly | June 2021 - September 2021

UX Designer - Plants!, mobile app for plant location and plant enthusiast communities

- Mobile app design through user research to prototyped wireframes
- Conducted user interviews that led to affinity mapping to identify user needs, produced a user flow to create wireframes that led to a prototype

UX/UI Designer - Art for the People, e-commerce website redesign

- Identified specific user profile and designed around the pain points and end-user goal
- Conducted comparative and competitive analysis, task analysis, feature inventory, and pluses and deltas to identify the competitive landscape
- Designed mobile mid-fidelity prototype, conducted usability testing, and designed a hi-fidelity prototype mockup based on testing for the desktop e-commerce experience based on original elements of the client's original e-commerce site

UX/UI Researcher/Designer - Soundhound, mobile-based music identifying app

- Synthesized user interview feedback into an affinity map to identify trends and pain points among users
- Conducted a design studio amongst teammates to develop an initial mid-fidelity wireframe prototype for the first round of usability testing
- Conducted the second round of usability testing through a hi-fidelity prototype based on feedback from the first round of usability testing

Visual Merchandiser, West Elm | December 2015 - February 2021

Oversaw new merchandise planning executions during seasonal changes; working with cross-functional teams to facilitate overnight and same-day floorset spec changes.

- Worked directly with District Visual Merchandiser to implement design changes as user feedback and in-store customer feedback loops informed new trends and needs.

- Enhanced team workflow by managing schedules and allocating resources for peak-season change requests; championing an Agile work environment to align to business objectives.

Visual Merchandiser, CB2 | August 2010 - December 2021

- Oversaw full lifecycle of Visual Designs and Visual Merchandising requirements, working collaboratively with corporate and internal teams.
- Ensured best practices and merchandising standards were implemented, followed, and enforced.

Letterpress Apprentice, Bumblebee Letterpress Studio | May 2011 - September 2012

- Contribute to all in-house printing jobs i.e wedding invitations, announcements, business cards.
- Assist in day-to-day operations and maintenance of the letterpress studio, overseeing process improvements and workflow for timely service delivery.
- Managed brand standards and benchmarks, spot-checked printed collateral for quality assurance, and uphold brand image; identified errors, and mitigated risk for product waste, and maintained high-level client satisfaction.

Stock Associate, Kenneth Cole | May 2008 - November 2010

- Responsible for maintaining status on inventory levels to ensure customer experience was met.
- Organized stockroom and store supplies to increase team productivity.
- Processed receipt of incoming merchandise and coordinated shipments of outgoing merchandise; ensuring high-level accuracy and schedules were followed.

Display Team Lead, Urban Outfitters | April 2004 - May 2008

- Responsible for all display activity in conjunction with display artist and visual merchandising manager.
- Effectively communicated and with the store team to accomplish display goals; overseeing 10+ display changes per month.

EDUCATION

User Experience Design Certificate, UX Design, General Assembly | 2021

Bachelor of Art, Graphic Design, The Art Institute of Atlanta | Pending