

As a senior communications designer with over 10 years of experience, I am skilled in design systems development and data-driven problem-solving. Seeking to transition to a career in UX design, I am motivated to use my skills to create user-centered solutions that have a meaningful impact on end users.

EXPERIENCE

Vista
Senior Communications Designer July 2021 – Present

Responsible for creating design solutions for overarching communication materials in collaboration with a team of 24 across the communications and executive teams of Vista and Cimpres

- Create and manage design tools, such as InDesign and PowerPoint templates, and graphic creator templates for internal and external-facing postings for over 20 business partners and the creative team
- Provide design solutions by facilitating complex concepts, such as finance and business strategies, into simplified diagrams, infographics, and visual narratives for milestone presentations with up to 1,000+ attendees
- Design and finalize milestone publications, such as quarterly reports from the CEO, organization & operating model guide, and ESG report

Noren NFT
UX Designer August 2021 – November 2022

Noren is a stealth start-up team developing gamified real estate NFT platform

- Created and improved the visual and UX design of the web platform
- Led the concept development of the NFT product, including the structure of the visual collectibles, the gamified experience on the web platform, the modular parts, and the minting process
- Defined and developed the overall brand concept, including the logo, color scheme, NFT product design, and MVPs for corresponding project phases

i:um Engineering
UX Design Consultant October 2021 – March 2022

i:um Engineering is a web-based application for a local church to streamline repetitive tasks

- Consulted and reorganized information architecture for more than 200 users, reducing documentation time by 50%
- Facilitated user testing for MVP features to optimize user flow and identify pain points for presentation at bi-weekly standups
- Created a centralized mockup repository in Figma to effectively share designs with the product and engineering team

Reebok
Senior Designer – Presentations June 2018 – July 2021

- Created and optimized a DIY communication design system for more than 700 users, including the implementation of Templafy and the design of brand PowerPoint templates and an internal database of graphic elements
- Generated and managed presentation design development process as the company's first Presentation Designer while
- Led the design of overarching presentations, including presentations for a \$2.5 billion acquisition deal to Authentic Brands Group, with Strategy and Senior Leadership team

Floz Project
UX & Visual Designer July 2017 – June 2018

- Created branding, and UI design concept for the mobile application. Generated structure of overall project direction.

EDUCATION

Syracuse University | Syracuse, NY 2007 – 2012
Bachelor of Industrial Design, Industrial and Interaction Design Program

User Experience Design Course | General Assembly April 2021

Introduction to Computer Science and Programming Using Python | MITx on edX March 2017

SKILLS

Software: Figma, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Miro, Microsoft PowerPoint, Microsoft Excel, Rhino
UX concepts: Qualitative and quantitative research, Double Diamond design process, Design Thinking, Agile, Gestalt principles, usability tests, wireframing, information architecture, rapid and interactive prototyping, storyboarding
Other design skills: Branding, data visualization, product strategy, digital asset management, illustration

PROJECTS

YouTube Layouts | UX design ([Prototype link](#) / [Project process link](#))

Designed features to reduce users' frustrations and public concerns over AI-driven recommendations of the platform while protecting current business model

Apple Camera: Guided | UX design ([Prototype link](#) / [Project process link](#))

Designed features to lead users to set ideal angles, composition, and lighting without professional knowledge and learn photography skills as a consequence