



WORK EXPERIENCE



LEAD UX DESIGNER

Target, Austin, TX

Working with the Automation Intelligence and Controls team at Target, I lead the HMI/SCADA design efforts within our middle mile warehouses to provide better user experiences to team members that work daily with our machinery and robotics. Through research and discovery, we work with our on-site field partners to obtain an understanding of the unique needs and challenges per each site in an effort to deliver effective solutions to increase efficiency, safety and inclusivity.

LEAD PRODUCT DESIGNER

Symphony Ayasdi, Austin, TX

Working with financial institutions to understand customer behavior patterns, I lead the design team working with stakeholders to design anti-money laundering and anti-fraud technology using machine learning and artificial intelligence tracking systems.

PRODUCT DESIGNER

Cognite AS, Austin, TX

Starting as a UI/UX Engineer on the Product Marketing team, I designed and developed user experience best practices to turn potential clients into customer success stories. Moving to the product design team, I guided North American Customer Success team with client-facing design thinking interviews to create dashboard interfaces that provide clients with experiences to fit their individual business needs.

UI/UX LEAD

Redwood Logistics, Austin, TX

I managed a small internal team plus external consultants covering end-to-end product design. I interviewed users and designed interfaces for all of our web applications and proprietary software helped create products that ultimately led the company to a 3 billion dollar valuation.

WEB DESIGNER

Driving Force Auto, Houston, TX

Working with clients, I created web experiences and online marketing materials for car dealerships that followed OEM brand standards while meeting the dealership's business goals alongside potential customer needs.

GRAPHIC DESIGN SUPERVISOR

Reynolds & Reynolds, Houston, TX

Leading a team of 25 designers, I trained the design and marketing analyst teams in OEM branding standards, best practices for web design, and government compliance for email solicitation. I managed workflows to ensure client design requests were completed on time. I also coached designers on best practices to maintain our design library.

SKILLS

SOFTWARE



DESIGN & RESEARCH SKILLS

- Rapid Prototyping
- Design Systems
- Wireframing
- User Interviews
- Team Management
- User Personas
- Interaction Design
- User Journeys
- Visual Design
- Usability Testing
- Mobile Responsiveness

ADDITIONAL PROTOTYPING TOOLS

- HTML (5)
- Bootstrap
- CSS (3)
- WordPress

VOLUNTEER

UI/UX Mentor 2019, 2020, 2021, 2023, 2024
SXSW

Guiding those considering a career in UI/UX or looking for design advice.

Global PR Director 2020-Current
Saber Guild

Star Wars cosplay for a cause charity organization. Manages brand/merchandise & PR materials in accordance with LucasFilm standards.

EDUCATION

Bachelor of Science 2013

Art Institute of Pittsburgh

Web Design and Interactive Multimedia

Master of Science 2019

Southern New Hampshire University

Information Technology - UI/UX Focus