

UX/UI Projects

Women in Weightlifting – *MICA UX Research/Design Project (2020)*

- Performed competitor research, user research, user interviews, data analysis, affinity mapping, user personas, gap analysis, storyboarding, and user flows to iterate through possible solutions to decrease the gender gap in weightlifting

Pizzeria Grata – *Kendall-S-Smith.com (2020)*

- Redesigned visual identity and UI web designs to improve accessibility by 66% and gain customer traction

UX Experience

FEBRUARY 2021 – PRESENT

UX Design Intern – *Managerly – Austin, TX*

- Conducted competitive analysis on direct and indirect competitors and revamped past survey in order to gather higher-value user feedback

NOVEMBER 2019 – PRESENT

UX Designer – *Kendall-S-Smith.com – Austin, TX*

- Created web and mobile designs based off UX research that successfully increased usability, accessibility, and functionality
- Designed visual identities, logos, and UI web designs to support the launch of new businesses
- Iterated through potential designs based on client feedback to create feasible and delightful project solutions

Additional Work Experience

JUNE 2019 – MARCH 2020

Cake Designer – *Iced Cakes & Confections – Austin, TX*

- Developed new products through recipe testing and conducted budget sensitive user research using friends of friends research methods
- Implemented new processes and organizational changes to increase efficiency by 45%
- Workshopped new design ideas by using new mediums and techniques found through market research

AUGUST 2018 – JUNE 2019

Lead Cake Designer & Manager – *Sweet Treats Bakery – Austin, TX*

- Created and implemented a new workflow plan to supervise a group of 7 designers for an average weekly output of 33 cake projects to be completed within client deadlines
- Verified and approved wedding invoices to ensure all information was correct and designs were feasible to create
- Set up and managed regular communication checkpoints with clients to ensure tight collaboration throughout the cake design process
- Created and presented mockup designs for clients by using color, spacing, alignment, and bringing a critical eye to obtain the specific aesthetics
- Designed cakes to cohesively fit into previously set upon style guidelines for publications such as *Brides of Austin* Magazine

JUNE 2013 – AUGUST 2013

V.R. Research Intern – *University of Washington – Seattle, WA*

- Analyzed statistical data for multiple research experiments, specializing in decreasing pain for burn victims during skin-grafting treatment, for Director of VR Research

Education

AUGUST 2020 – DECEMBER 2021

Maryland Institute College of Art, Online – *Master of Professional Studies (MPS) in UX Design*

JUNE 2020 – AUGUST 2020

California Institute of the Arts, Coursera – *Certificate UI/UX Design Specialization*

AUGUST 2010 – MAY 2014

Indiana University, Bloomington – *Bachelor of Arts in Psychology* *Minor in Small Business Management*

Skills

UX Skills -

Visual Design · Ideation · UX Design · Usability Testing · Sketching · Wireframing · Prototyping · UX Research · Affinity Mapping · User Interface Design · Interviews · User Empathy

Soft Skills -

Problem Solving · Teamwork · Project Management · Organization · Team Management · Collaboration · Time Management · Adaptability · Communication · Prioritization · Creativity

Programs -

Adobe XD · Figma · Sketchbook Pro · InVision · Mural

Volunteer Work

OCTOBER 2020 – PRESENT

Graphic Designer – *Nonprofit Vote*

Designed social media graphics for Nonprofit Vote's Get Out the Vote campaign to increase voter engagement

AUGUST 2020 – SEPTEMBER 2020

Graphic Designer – *National Voter Registration Day*

Pro bono graphic design work for National Voter Registration Day to increase user outreach and engagement