

Summary

Versatile, customer-focused designer with 13+ years of developing exceptional online experiences and a passion for driving accessibility and inclusion forward through excellent usability and visual design. Superb project leadership abilities and comprehensive experience developing relationships with clients, peers, and senior leadership with strong expertise in the nonprofit and education sectors. Proven problem solving and analytical thinking skills, a fast-learning curve, and ability to adapt to evolving industry trends. A dedicated professional with the drive and skill set to excel in a senior role enhancing a company's ability to find and provide sustainable business solutions.

Professional Training

The OOUX Masterclass (2024)
N/Ng UX Certification (2023)
 Becoming a UX Strategist
 The Human Mind & Useability
 The One-Person UX Team
 Information Architecture
 Designing Complex Apps for
 Specialized Domains
 Designing Influence
Coursera (2019)
 UI/UX Design Specialization

Education

BFA in Media Art & Animation
The Illinois Institute of Art- Chicago

Achievements

Associations Standard of Excellence
WebAward 2017
Association Trends Salute to Excellence
Awards - All Media Award

Skills

Proficient in:

- HTML/CSS/Javascript/React
- Illustrator/Photoshop
- Adobe XD
- User Testing Strategies
- Balsamiq/Wireframing

Knowledgeable in:

- Python/GIT/PHP
- Agile Methodologies
- After Effects

Work Experience

User Interface and Graphics Designer II

Municipal Securities Rulemaking Board 01/23 - Present

Financial regulator responsible for the municipal bond market, driving economic development and investment in infrastructure and education to fund communities

- Implemented UX metric measurement process to assess feature updates and additions. This included C-suite reporting to communicate successes beyond time to market and cost.
- Creation and maintenance of a branded design system for main web product resulting in shorter development times and increased consistency across multiple project teams.
- Defined and documented design and UX testing processes as well as UI, UX, and accessibility guidelines for multi-team use across developers, architects, business analysts, and project owners.

Front End Designer

INFORMS 08/16 - 01/23

Professional association for data scientist, analysts, and operations researchers with 12,000+ members.

- Led professional certification website total redesign, including initial user research, persona development, wireframing, and implementing UX strategies, best practices, and SEO resulting 460% increase in lead generation, 135% increase in applications
- Initiated GA4 migration plan and training, including bringing one year of data into the transition and reassessing all tracked metrics for business strategy and customer alignment
- Mentored junior designer role in web best practices, customer-first mindset, and marketing techniques

Web Designer

- Implemented optimization standards and set information architectures for multiple subdomains, increasing page speed by an average of 12% and improving customer experience
- Fostered the relationship between IT and Marketing departments to create an environment of easy collaboration
- Managed content across nine different platforms including ezPublish, Salesforce, Atypon, Wordpress, and HigherLogic

Work Experience (cont.)

Graphics and Web Designer

CommPartners LLC 02/15-08/16

A leader in helping associations and non-profits provide meaningful online education and engagement opportunities.

- Branded and styled customized learning platform websites for use by national associations to boost their inter-knowledge learning
- Interacted with clients to ensure proper branding and specifications were carried out
- Produced materials for email newsletters, marketing, and convention promotions & webinars

Interaction Specialist

Laureate Educations, Inc. 10/11-11/14

Online learning for graduate and postgraduate studies that reported approx. \$4 billion in revenue at time of employment.

- Developed a reputation for delivering quality results quickly and with minimal need for supervision or reminders
- Pushed interactivity standards forward by developing new tool sets & standards
- In first two months, cleared out previous year's backlog of project archiving