

Experience

@properties, March 2020 – Present

Senior UI/UX Designer

Collaborate on platform software redesign, stand up new products, create design systems as a cross-functional resource with the goal of improving workflow efficiency and collaboration, solve complex interaction problems, make design choices influenced by research and analytics, conduct weekly design presentations to stakeholders, create templated website design to satisfy multiple tenants while minimizing dev work and conduct user interviews.

Crowdfind, January 2014 – March 2020

Senior User Experience Designer

Conduct user interviews, surveys, personas and competitive analysis to validate value propositions. Advise stakeholders and team using empirical evidence turning assumptions into fact. Build and refine products using Lean UX method in an agile production environment. Develop UI design systems and visualization strategies to help users accomplish complex tasks associated with large-scale enterprise platforms. Understand and break down complex problems from wireframes to elegant technical solutions while seeking feedback throughout the process. Design and build marketing CMS website and assist with front end development on products. Create a QA process including testing spreadsheets and manage QA testers. Assist in managing weekly sprints, product roadmaps and assigning and overseeing developer tasks.

GreenPSF, September 2013 – January 2014

Senior Product Designer

Led team by gathering business requirements, researching, designing and executing user experience for web software application. Solved design problems by making the user experience thoughtless and beautiful. Developed product through wireframes, flows, mockups, and jquery. Guided the engineering team to implement the idea. Designed marketing print materials and created marketing web sites using WordPress. Gathered feedback from stakeholders to make sure the experience matched business goals.

Rand McNally, April 2012 – September 2013

Interaction Designer

Led and participated in a team environment designing digital applications, eBooks, responsive websites and email marketing. Gathered business goals and conducted research to understand clients' needs. Developed documentation (flows, wireframes, sitemaps, functional specifications) to create digital marketing solutions. Worked on a variety of concurrent projects.

Frank Lloyd Wright Preservation Trust, February 2009 – April 2012

Print and Digital Designer

Managed the e-commerce and organization websites for usability, seo and content management to maximize revenue and support organization goals; managed and art direct freelancers, contractors and interns; managed all web and print projects; designed logos, business cards, letterhead, quarterly organization publication, posters, advertisements, banners, invitations, postcards; designed and developed concepts for websites, microsites and emails, including wireframes and information architecture; analyzed web traffic and presented usage reports; managed servers.

Education

Westwood College of Technology, Schiller Park, IL – Associate of Applied Science Degree in GD

Cornell College, Mount Vernon, IA – Bachelor of Arts Degree