

## SUMMARY

*I am a **Product Designer** with strengths in UX Design, internal system design, process documentation and user testing. I am driven to create seamless experiences through thoughtful design and research-informed insights to deliver user-centered products.*

## SKILLS & TOOLS

UX/ UI Design, Interaction Design, User Research, User Testing, Responsive Web Design, Agile Design, Design Systems, Figma, Sketch, Adobe Creative Cloud, Cinema 4D, React Material UI, Hive, Jira

## EXPERIENCE

### NCR VOYIX, SENIOR UX DESIGNER

AUG 2022- DEC 2023

#### Lead UX Designer, Inventory

- Facilitated product design for an inventory management internal product within the restaurant space; managed ongoing project iteration including research and problem identification, wireframe design, prototyping and developer handoff
- Conducted stakeholder interviews to identify customer pain points and define product requirements
- Collaborated across multiple workstreams to create a cohesive product experience

#### Senior UX Designer, Retail

- Drove product design for an internal store branding product within the retail space
- Performed research utilizing user-centered design methods and SWOT competitive analysis to inform design solutions
- Facilitated customer research interviews to drive user-centered product design and validate designs
- Collaborated with product owners and engineering to execute product functionality and vision

### DOMINION ENERGY, UX DESIGNER

MAY 2021- AUG 2022

- Led UX Design for the customer account management product, Customer 360 which reduced call time of customer service representatives through intuitive design
- Executed visual redesign of the customer-facing Dominion Energy Self-Service Portal website, improved user experience for Pay My Bill, Account Management and Outage Reporting services
- Collaborated with Engineering to fulfill product requirements
- Conducted in-person workshops involving stakeholders and target users to inform solution design

### AYZENBERG, CONTRACT UX DESIGNER

FEB 2021- MAY 2021

- Led UX design of the Ayzenberg Social Index dashboard to provide marketers with metrics to track earned media value of influencer, content marketing, PR, organic and paid social media campaigns
- Utilized data visualization to display earned media value metrics

### SPOT, FREELANCE UX DESIGNER

SEP 2019- DEC 2020

- Took ownership of UX Design for a mobile app to locate pet-friendly businesses for dog owners
- Developed design system and brand identity
- Created user flows, wireframes and style guides for product development

### R/GA, UX DESIGN INTERN

JUN 2019- AUG 2019

- Collaborated with UX design team to redefine the in-store experience for the client Gamestop
- Assisted in persona development, experiential strategy, user interviews and testing, journey mapping for the launch of the Gamestop pilot store

## EDUCATION

**M.S.** Experience Design, Virginia Commonwealth University Brandcenter, 2018-2020

**B.F.A.** Craft and Material Studies, Virginia Commonwealth University, 2013-2016