

Contact Information

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Summary

A User Experience Designer and Researcher utilizing design thinking, analysis and User-Centered Design to create products and digital experiences that are aesthetically pleasing and easier to use.



UX Deliverables

- User experience research
- Visual design
- Research analysis and synthesis
- Information architecture
- Prototypes
- Wireframes
- Usability testing
- Qualitative research
- Mobile mockups
- User flows and journeys
- Personas
- Competitive benchmarking
- Empathy interviews
- Surveys
- Iterative design
- Use cases and requirements



Tools & Skills

- Sketch
- Photoshop
- Illustrator
- InDesign
- Adobe Creative Suite/Cloud
- Omnigraffle
- Sketching for collaboration
- Service design blueprinting
- Axure RP
- Balsamiq Mockups
- usertesting.com
- Website design
- InVisionapp
- Dreamweaver
- Microsoft Office software
- HTML and CSS



UX Projects

- Ladies that UX Dallas: Social media chair
- Wingspan Arts: Website auditor and analyst providing content and design enhancements
- Community Coalition: User experience website designer and senior art director
- Athena Restaurant: Senior UX consultant and strategist
- UXPALA: Chair of Strategic Projects of organization's local chapter
- World Information Architecture Day (WIAD) – Project Manager of LA division of the global event

Additional Areas of Expertise

Design thinking and problem solving, lean UX, moderated and unmoderated usability testing, communication with stakeholders, collaboration across teams and disciplines, cutting digital assets, contextual inquiry, Service Design, heuristic evaluations, photo editing and retouching, SDLC (software development life cycle) agile and scrum methods, public speaking, professional-level writing skills and presentation abilities

Awards and Affiliations

- "Graphic Design USA" American Inhouse Design Awards – Winner of several awards for web, graphic and logo design
- Ladies that UX Dallas – Social media chair and active member
- UXPA: User Experience Professionals Association of Dallas – active member

Education

- California State University-Fullerton – User Experience and Customer-Centered Design Certification
- Ball State University – Muncie, Indiana. *Cum Laude* Bachelor of Science
Major: Journalism Graphics. Minors: Printing Technology and Sociology
- Cooper U – Interaction Design
- Stanford/UC San Diego – Human Computer Interaction online course: Studio Track Statement of Accomplishment
- Continuous education and completion of several online courses on Udemy, Udacity, MOOC, Iversity, Coursera and more

Work Experience

Senior UX Researcher and Designer • Masergy (network security services) • April 2017 to present • Plano, TX

Acting as the “UX Team of One,” I introduced qualitative user research methods and informed design decision to improve internal software and customer-facing portals for the managed security branch of the company.

- Research in-house security software, and understand the user’s workflow to create informed designs.
- Create user flows, sketches, wireframes and mockups using tools like InDesign and Sketch.
- Collaborate with cross-functional team of developers, business analysts and security analysts to create intuitive designs.

User Experience Researcher • Capital One (financial services) • July 2016 to April 2017 • Plano, TX

Conduct research, analyze information and make design recommendations using a variety of research methods for digital and non-digital products used by consumers and staff of major financial corporation.

- Performed qualitative research by conducting contextual and exploratory interviews.
- Conducted usability testing in a variety of settings including in the lab, remotely and unmoderated.
- Affinitized and synthesized information to build a customer journey maps to convey insights to business partners.
- Advised teams and led workshops on research efforts including Service Design Blueprints and Heuristic Evaluations.

UX Designer & Researcher • VCA (veterinary hospitals company) • December 2014 to July 2016 • Los Angeles, CA

Improve the usability and user experience of the in-house enterprise software used in over 500 animal hospitals.

- Recommended UX improvements and design solutions, balancing user feedback and corporate needs.
- Initiated several forms of user research strategies never used before by the organization including interviews, ethnographic observations, task analysis, personas, information architecture (IA) and surveys.
- Performed usability tests, heuristic evaluations, competitive analysis, and other research methods.
- Create deliverables like wireframes and mockups for prototypes for internal company software, website and mobile apps.

UX Designer • Community Coalition (advocacy website) • March 2014 to June 2015 • Los Angeles, CA

Led the redesign of the website and created User Experience (UX) assets to guide the team and stakeholders.

- Performed competitive analysis on similar websites and developed personas based on stakeholders’ interviews.
- Collaborated with the Content Strategist to improve the information architecture (IA) of the navigation and the text/copy.
- Drove all graphic design aspects of the website and worked with the Developer to research WP themes and ideas.
- Created UX deliverables including wireframes and mockups to illustrate website design and visual elements

UX Visual Designer • mylife.com (consumer website) • July 2014 to November 2014 • Los Angeles, CA

Designed simple and innovative solutions to complex user interface problems on a large-scale consumer website.

- Iteratively created multiple mockups and concepts for the final product for a variety of formats and devices.
- Participated in an iterative Agile/Scrum team of Product Managers and Developers in the software development life cycle.
- Designed solutions and recommended text changes to improve customer conversion and engagement.

UX Consultant • Athena Restaurant (restaurant concept) • March 2013 to July 2014 • Los Angeles, CA

Implemented several UX components necessary to create a touch interface restaurant menu and ordering process on an iPad/tablet device.

- Drove entire UX process from strategy, to discovery, to research, to iterative design and usability tests.
- Acted in a multi-disciplinary role as a business analyst, user advocate and design consultant.
- UX assets created include: prototypes, annotated wireframes, user research, personas, task flows, competitive analysis, information architecture with site map development, mood board design and iPad/tablet app mockups.

Graphic Designer and Art Director • Sheppard Mullin (international law firm) • July 2006 to July 2014 • Los Angeles, CA

Exclusive designer for a global law firm with over 750 attorneys plus additional support staff.

- Consulted in the firm’s website redesign and performed UX strategies like competitive analysis, user flows, personas, wireframes and mockups.
- Acted as branding manager, art director and creative core for the firm by designing all marketing materials for print and digital delivery.

Graphic Designer and Art Director for several publications