

## SUMMARY

With over 14 years combined experience in UX and UI design, I make delightfully usable and beautiful software interfaces based on critical insights gathered from industry research, user interviews, competitive analysis, prototyping (both low- and hi-fidelity), and user testing. In any given project, my goal is to listen to feedback and mitigate costly downstream development by applying a design-first, user-approved approach.

## QUALIFICATIONS

- 4+ years in UX design — UX research, user interviews, competitive analysis, synthesizing data into UI design
- 10+ years in UI design — translating sketches, wireframes, user flows, and written documentation into static artifacts, high-fidelity mockups, and interactive prototypes for mobile and web
- 10+ years collaborating with developers, marketing managers, and product managers to establish a comprehensive and engaging user experience to fit varying business needs
- 10+ years experience building web experiences from scratch using HTML and CSS
- Proficient in Adobe UX design & prototyping tool, some experience using Sketch and Axure RP
- Intuitive and proven sense of layout, color, typography and iconography
- Extensive experience developing creative guidelines to ensure consistency across devices and platforms
- Function-over-form mindset — Expert in balancing ideal design with development boundaries
- Experience in an Agile project design/development environment

## EXPERIENCE

### **Convention Management Resources (CMR)**

*UX/UI Designer — 2019 - 2020*

As CMR's UX/UI designer I was trusted to communicate and execute the crucial role UX design plays in mitigating expensive changes downstream. On each project I started with important UX research such as industry learning, internal systems familiarity, interviewing key players, competitive analysis, and gathering existing internal feedback/requirements. All research insights were synthesized and communicated to executive leadership.

Once UX research was finished I moved onto UI design — wireframing the software interface and creating working prototypes using Adobe XD. I tested the wireframes with end users by creating a standard list of tasks to determine the viability of new software features, then used the feedback to iterate the design. Upon approval, I used Adobe XD to translate wireframes into beautiful hi-fidelity prototypes which were then tested again. Final designs were then tested and handed off to development after final approval.

### **Sartorius (formerly Essen BioScience)**

*UX Designer — 2015 - 2019*

As Sartorius' UX designer, I managed sartorius.com and essenbioscience.com, ensuring the customer experience was free of obstacles. I designed web UI concepts to present to stakeholders, gather feedback, and refine as needed before pushing designs to the web. In the summer of 2016 I led the company's web redesign project which included wireframes and brand direction. Other duties included brochure and collateral design, video production, icon creation, CMS management, and responsive HTML email design.

### **Turning Point Marketing**

*Co-founder / Director of Creative Design — 2010 - 2017*

I co-operated a small marketing firm where I led creative design for all of our clients. My duties included communicating directly with clients about goals and objectives, designing UI concepts, and iterating the concepts all the way up to enthusiastic approval. Duties included UI design, mild web development, print design, brand design, and responsive emails.

## **Thermo Fisher Scientific (formerly Life Technologies)**

*Associate/Sr. Web Designer — 2008 - 2015*

In this beyond-web-designer role, I had the unique opportunity to lead Thermo's mobile app UI efforts, ensuring pixel-perfect design for more than 10 apps over the course of employment, ultimately developing the company's first mobile app style guide. My team won 2 Davey awards and 2 W3 awards for mobile app design. I also led the UI design for the FLoid Cell Imaging System (a hi-tech microscope), and designed 150+ icons for various software interfaces. Other duties included web design using Adobe's CQ CMS, and HTML & CSS coding.

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### **AWARDS**

- **PCR Essentials App** — 2014 Davey Awards (Gold)
- **Cell Imaging HD App** — 2014 W3 Awards (Silver)
- **Cell Imaging HD App** — 2011 Davey Awards (Silver)
- **3D Cell and Stain Tool App** — 2010 W3 Awards (Silver)