

## Work Experience

### **Wordpress Designer - Freelance** - Jan '20 - Current | Remote

Spearheaded in-depth hierarchical analysis of inventory management system to increase conversion and product compatibility  
Developed customer facing assets to achieve marketing goals using Illustrator and Photoshop  
Utilized HTML, CSS, and JavaScript to create and modify customer facing assets to improve usability  
Led discovery meetings with clients to uncover client goals and develop production timelines

### **Wordpress Production Designer - Outspoke** - June '19 - Jan '20 | Remote

Design and build responsive and WCAG conscientious websites using Wordpress and associated plugins  
Proactively maintain 50+ client websites for plugin interactions/updates, broken elements, malicious agents, and evolving content  
Compose and deliver easy-to-understand documentation of complex software to guarantee smooth client handoffs  
Thoroughly QA test all built products to ensure responsive functionality, accurate copy, and layout robustness  
Reverse engineer WP themes using HTML, CSS, and JavaScript to customize elements to satisfy client requests  
Modify theme functions with PHP snippets to enhance and customize plugin functionality  
Perform heuristic investigations on existing sites to target areas of improvement in site structure and design  
Create and modify digital assets with Photoshop and Illustrator

### **UX/UI Designer - LA DIA Design** - July '17 – March '18 | Remote

Perform heuristic research of similar web products to compile features that promote topic discovery and engaging experiences  
Iteratively design low-fidelity user interfaces based on research to provide guidelines for developers  
Participate in design sprints with 4 other designers to create interfaces and hierarchies to promote retention and education

### **UX/UI Designer - Outreach, Inc.** - April '18 – June '18 | Remote

Perform thorough sitewide heuristic analysis to develop hypothesis on issues with conversion  
Evaluate data from Google Analytics to uncover specific pages causing low conversion and cart abandonment  
Research and compare components of similar platforms to discover paradigms that promote conversion  
Design and prototype a simple and streamlined checkout process to boost conversion

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## Education

**B.A. Psychology** - SUNY Binghamton - June '11

**UX Design Bootcamp** - Springboard - September '17

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## Tech Skills

**Web** - Wordpress, SEO, HTML, CSS, JavaScript, PHP, jQuery, Bootstrap, Git

**Software** - Adobe Creative Cloud/Suite, XD, Sketch, GIMP, Principle

**UX** - User Flows, Personas, A/B and User Testing, Card Sorting, Content Strategy