

## EXPERIENCE

### LEAD PRODUCT DESIGNER / Hodinkee

2021 – 2023 / NEW YORK, NEW YORK

- Led design efforts across web and native (iOS and Android) products spanning editorial, shop, insurance, and operational experiences.
- Managed designers & contractors on the UX and creative design teams.
- Worked to integrate employee-facing systems and processes for Crown & Caliber (acquired in 2020) into the Hodinkee ecosystem.
- Led the migration to a no-code platform, saving more than \$250,000 in annual development costs, and supporting over \$4.95M in ad revenue.
- Collaborated with engineering over 5 days to design and build a system supporting a drop-style event to commemorate our first 10/10 retail holiday, resulting in the company's first \$1M+ revenue day, and more than \$2M in sales in 48 hours.
- Led efforts to design and implement Hodinkee's first Design System, Lume.
- Successfully developed a user research practice for the first time in the company's history.

### PRINCIPAL PRODUCT DESIGNER / Asurion

2019 – 2021 / NASHVILLE, TENNESSEE

- Responsible for leading design on a native (iOS and Android) app used by a network of over 2,500 employees across 83 markets.
- Led experience design on a new line of business that enabled 400,000+ remote phone screen repairs for customers in year 1, and that continues to generate over \$4.8M annually.
- Contributed to the design and implementation of Asurion's first design system, Asurion UI.
- Collaborated with stakeholders and cross-functional partners to improve existing features and design the core user experience of multiple new job types.
- Responsible for planning and executing research, facilitating workshops, and rapid prototyping and testing.
- Led efforts to up-skill the design team in Figma best practices and onboard new hires to the design system.

### CREATIVE DIRECTOR / Riser House Records

2018 – 2019 / NASHVILLE, TENNESSEE

- Built and led the creative team. Hired, mentored and grew best-in-class talent across design and video.
- Collaborated across artists, managers, and label stakeholders to oversee and produce creative assets for artists including websites, merchandise design, album packaging, branding, wardrobe, music video and content production and more.

### FREELANCE DESIGNER / Alex Makes Things

2014 – 2021 / NASHVILLE, TENNESSEE

- UX Consulting, art direction, branding, and design services to a wide variety of clients.
- Specialization in startup and small business branding and design strategy.
- Worked with many major record label clients such as Sony Music, Universal Music, Big Machine, Warner Brothers, Curb Records, and more.

### GRAPHIC DESIGNER / Warner Music Nashville

2011 – 2014 / NASHVILLE, TENNESSEE

- Worked with artists, managers, and internal stakeholders to create branding, packaging, websites, and print design pieces.
- Supported a roster of over 70 brands and artists across Warner Brothers imprints.

### GRAPHIC DESIGNER / J&A Agency

2010 – 2011 / NASHVILLE, TENNESSEE

- Learned to be a real designer.
- Tasked with designing everything from coupons and websites to annual reports and vehicle wraps. Used InDesign a lot.

## EDUCATION

O'More College of Design

Franklin, TN

BFA, Visual Communication

## COMPETENCIES

- UX/UI
- System Design
- Design Strategy
- People Management
- Service Design
- Branding
- Visual Design
- Design Research
- Workshop Facilitation
- Experience Prototyping
- Wireframing

## CREATIVE TOOLS

- Figma
- Figjam
- Photoshop\*
- Illustrator
- InDesign
- Premiere Pro
- Notion
- Jira

## SOFT SKILLS

Collaboration, communication, comedic timing, team management, patience, adaptability, curiosity

## VOLUNTEER WORK

NASHVILLE PRIDE / 2018 – 2022

Served as President of the organization in 2021 following service as an executive board member and chair of the Events committee.

HUMAN RIGHTS CAMPAIGN / 2015 – 2022

Served as a volunteer to the Nashville chapter providing time and design.

## TEACHING & MENTORSHIP

- Art Institute of Nashville – 300-level packaging design
- ADP List – Mentor

\*Since 2002!? Woof.