

## EXPERIENCE

### Lead UI/UX Designer - CIMON Automation | SEPT '22 - DEC '23

- Leading and defining specifications for product user experience, ensuring that the users are able to understand and achieve their goals with the products
- Enhanced the design system across the product portfolio, leading to an 80% increase in brand consistency and a 40% decrease in development time
- Collaborating with a cross-functional team to understand requirements and develop creative and thoughtful solutions to meet a project's goals
- Presenting, discussing, and delivering design deliverables at various stages of the product design process including conceptual diagrams, wireframes, storyboards, mockups, and prototypes
- Participating in team retrospectives, backlog grooming, and other Agile ceremonies and team meetings

### Marketing Director - HERO Flooring | JAN '21 - SEPT '22

- Developed and executed marketing campaigns that resulted in a 35% increase in website traffic and a 50% increase in social media engagement, generating over \$1M in revenue
- Enhanced the company's online presence by optimizing their social media accounts and website, increasing traffic and exposure by up to 200%
- Collaborated with cross-functional teams to launch a new product line with an integrated marketing strategy, resulting in a successful product launch with sales exceeding projections by 20%
- Designed a 250-page comprehensive catalog that consolidated all of their marketing materials into one single book which reduced the print expenditure by 40%
- Spearheaded the refresh of their Hero swag program by establishing an in-house operation to produce custom-designed apparel

### Owner - Thoro Design Co. | DEC '17 - PRESENT

- Designed and produced engaging visual materials for a wide array of platforms, including social media, print, advertisements, pamphlets, posters, packages, labels, and promotional materials, resulting in a 15% increase in social media reach
- Provided professional photo and video services, encompassing headshots, weddings, and corporate events
- Proactively identifying areas for process improvement and content optimization, ultimately maximizing Return on Investment (ROI)
- Collaborated closely with clients to conceptualize and develop a new website, enhancing their online image and capturing new leads, leading to a 30% increase in website traffic and a 25% boost in lead generation

### Marketing Coordinator - Goodwill Industries of Dallas, Inc. | SEPT '18 - JUL '19

- Collaborated seamlessly with cross-functional teams to design and develop print assets tailored to meet their project goals
- Coordinated collaboration photoshoots with local models to create captivating content for marketing campaigns, attracting younger audiences
- Designed and developed an array of marketing campaign print assets, optimized for distribution across 19 storefronts, leading to a 25% boost in foot traffic and a 10% rise in sales revenue
- Actively contributed to multifaceted design and marketing projects from the initial ideation phase through to execution

## EDUCATION

### Baylor University

Bachelors of Fine Arts  
Concentration in Photography

### Design Lab

UX Academy