
Dedicated, strategic, and self-starting product designer with 5 years of experience and a portfolio of user-centric designs, which help enhance conversions by an average of 3% year-over-year. Well-versed in leading agile design projects, systems design, and maintaining stakeholder relationships. Strengths include quantitative research, stakeholder interviews, and competitor analysis. Adept in mentoring junior designers and designing for a CMS.

Professional Experience

Visual and UX Designer II at the American Medical Association, 03/2022 - Present

- Led the end-to-end design process, from concept to execution, collaborating with developers, product managers, and marketing personnel to implement responsive and user-friendly designs in 3-week agile sprint cycles contributing to an average increase of 3% in membership year over year and a 49% increase in click-through-rates.
- Designed an entire web application so that USAN could move their review process from email, Microsoft Word forms, and spreadsheets to a single platform.
- Conducted quantitative research to gain insights from users such as conducting A/B tests in Optimizely, pulling heat maps and user journeys from Quantum metrics, writing surveys, pulling data from Big Query and Google Analytics, and turning it into visualizations and charts in Power BI to sell ideas and proposals to stakeholders.
- Streamlined design operations by creating onboarding materials, successfully migrating the team from Sketch to Figma, and maintaining a component and pattern library in Figma to ensure consistency between designers and developers while documenting the library in Confluence.

Web Designer at Ja'mal Green for Mayor, 11/2022 - 02/2023

- Designed and developed a campaign website in Figma and then Webflow respectively for Ja'mal Green in his race for mayor of Chicago in 2023 leading to him capturing 2.2% of the total vote and raising \$348,000 in donations.
- Tested elements such as color contrast, keyboard navigation, and speech reading of the website to ensure Ja'mal met AA standards to follow WCAG guidelines.

Web Designer at Justice Democrats, 12/2020 - 03/2022

- Updated the design of congressional candidates' websites on WordPress, increasing voter turnout, donations, and volunteer sign-ups contributing to candidate Odessa Kelly capturing 78% of Nashville's vote.
- Fostered team morale during the critical week before elections by organizing supportive check-ins, encouraging open communication about stress levels, and implementing fun team-building activities to maintain focus and motivation.

UX/UI Designer at Bold Metrics, 04/2021 - 10/2021

- Developed animations for their marketing website's homepage to embody branding pillars using Figma and Adobe After Effects.
- Redesigned the UI of the smart Size Chart to enhance clarity and user experience, in collaboration with engineering and marketing teams.

Quantitative Researcher at Ballot Ready, 08/2020-11/2020

- Conducted data analysis on U.S. elections and governments, contributing to a voter information database with 35M+ users.
- Used quantitative research methodologies to gather and synthesize complex political data, enhancing user engagement tools.

UX Design Volunteer at New Moon Films, 04/2020-07/2020

- Determined the information architecture for New Moon Film's website to guide the redesign process and to help organize their website's content.
- Collaborated with other designers to design a website using Sketch that highlighted their content and displayed their value proposition to investors and built that website in Squarespace.

UX Design Intern at Yolobe, 02/2020 - 03/2020

- Conducted user research and gathered data insights through domain research, competitive analysis, subject matter expert interviews, and user interviews on their target audience, members of Generation Z that wanted to forgo the college route.
- Created simple yet detailed flows and experiences by designing an employer-facing website to increase the number of users & revenue of the startup, using Figma to collaborate.

Education

Loyola University Chicago
MS in Marketing Analytics - 05/2024

University of North Carolina,
Charlotte
BA in International Studies- 05/2014

Designation/ Flatiron
Cert in UX Design - 03/2020

Skills

Technical

- Design: Figma, Sketch, Adobe Creative Suite, Zeplin
- Project Mgmt: Jira, Asana, Trello, Airtable
- Analytics: Optimizely, Quantum Metrics, Tableau, Power BI, Google Analytics, Lookerstudio
- Development: HTML, CSS, SQL
- CMS: Drupal, Webflow, Framer, WordPress
- Other: Salesforce, MS Suite, Google Workplace
- User Research: Zoom, Teams, Lucid Chart, Miro, UserTesting

Product Design

- Information Architecture
- Taxonomies
- Interaction Design
- User-Centered Design
- Responsive Design
- Systems Design
- Agile Methodologies
- Strategic Problem-Solving
- UAT and Smoke Testing

Research and Analysis

- Data Visualization Design
- Conducting Ethnographies
- Using Heatmaps to gain design insights
- Designing and executing A/B Testing
- Using data mining techniques and statistical analysis to uncover user behavior
- Conducting stakeholder and user interviews
- Conducting usability testing
- Designing and executing user feedback surveys