

EDUCATION

SCAD

BFA, Animation
2001-2006

SAE Atlanta

Audio Engineering Diploma
2007-2008

CORE SKILLS

Wireframing
Mock-up Design
Prototyping
Storyboarding
Journey Maps
Usability Testing
Persona Creation
User Flows
UX Research
Interaction Design
UX Architecture
Illustration
Animation
Motion Design
Graphic Design
Video Production
Audio Production
HTML/CSS

SOFTWARE PROFICIENCIES

Figma
Adobe XD
Axure RP
Sketch
Invision Studio
Principle
Flinto
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premier
Jira
Basecamp
Microsoft Suite
Final Cut
Motion
Keynote

CERTIFICATIONS

Certificate of Completion
UI/UX Design for AR & VR
Udemy - May 2022

Design Sprint Masterclass
AJ&Smart - Apr 2022

EXPERIENCE

U.S. BANK (Signature Consultants)

Visual Interaction Designer (Contractor)
Feb 2023 - Present

- Developed user personas, user scenarios, and user journey maps to guide design decisions
- Created wireframes, mock-ups, and prototypes to visualize design concepts
- Collaborated with developers, product managers, and other stakeholders to ensure design solutions align with business goals and technical feasibility
- Continuously improved and evolving the user experience by staying up-to-date with the latest design trends and technologies
- Advocated user-centered design principles and practices within the organization.

GENUINE PARTS COMPANY

Senior UX Designer
Nov 2021 - Feb 2023

- Conducted research to derive insights for informed design decisions.
- Crafted user personas, scenarios, and journey maps to steer design choices.
- Created wireframes, mock-ups, and prototypes to visualize design concepts
- Worked with developers, product managers, and stakeholders to align design solutions with business objectives and technical viability.
- Conducted usability tests and collected feedback to refine designs
- Continuously improved user experience by staying updated with current design trends and technologies.
- Guided and nurtured junior UX designers to enhance their skills and potential
- Promoted user-centered design principles and practices throughout the organization.

STATE FARM (Technology Resource Solutions)

Senior UX Designer (Contractor)
May 2021 - Dec 2021

- Produce designs to help the product team understand the desired customer experience, including high-fidelity wireframes, flows, prototypes, etc.
- Create intuitive interfaces and interaction layers using best practices, the latest web trends and all available tools to augment the user experience
- Coordinate with product managers, executives, and SMEs to incorporate specific design requirements, visual treatment, and organize information
- Approve development team implementation of approved designs when necessary.
- Create design standards and style guides for digital products

COSTAR GROUP

Lead UX/UI Designer
Apr 2019 - May 2021

- Create high-fidelity designs, wireframes, and prototypes to guide the product team on the desired customer experience.
- Craft user-friendly interfaces with current tools, best practices, and web trends to enhance the user experience.
- Coordinate with product managers, executives, and SMEs to incorporate specific design requirements, visual treatment, and organize information
- Approve development team implementation of approved designs when necessary.
- Create design standards and style guides for products, reports, infographics, and video

EXPERIENCE CONTINUED ON NEXT PAGE

ANTHEM INC.

Lead UX/UI Designer
Nov 2017 - Apr 2019

- In charge of crafting top-notch digital experiences for both public and secure site areas, encompassing product research, sales, and intricate transactions.
- Partner with business owners and digital managers to grasp goals, features, and content, shaping a design strategy for the digital experience.
- Translate business and user experience requirements into user-centered interface recommendations.
- Create wireframes, site maps, mock-ups, high level prototypes and other artifacts to describe the intended user experience.
- Create and upkeep an organized digital information architecture that's user-friendly and maintains a consistent brand appearance
- Analyze the use of website content and design; takes steps to improve information architecture and design.
- Apply user-centered best practices and knowledge of internal or external business issues to improve products or services.
- Collaborate as an integral member of the digital product management, design and development teams.
- Demonstrate excellent verbal, written and problem-solving skills and the ability to present to a variety of audiences.
- Ability to think creatively about business problems, conduct competitive analysis and connect research insights to digital solutions.
- Review and interpret web statistics and other research data, and help create effective, desirable and easy to use digital user interfaces
- Served as a mentor for junior designers and contributed to they're career growth.

THE HOME DEPOT

Media Experience Designer
Feb 2016 - Nov 2017

- Produced web responsive UX wireframes and high level architecture diagrams
- Produced wireframes and concept designs for external mobile devices (iOS & Android)
- Supported the UI/UX team in User Research and testing
- Supported development teams with front end HTML and CSS productions for projects
- Co-Developed departments UX work process
- Supported the Learning Department in associate work flows and product engagement
- Supported internal teams in client direction for new training software
- Leverage Brand Standards to be in sync with the user experience
- Created storyboard and motion design for internal brands.
- Supported in-house teams with photography / film / audio recording and editing
- Supported internal teams with infographics, logos, 3D models, poster design, and illustration.

THE HOME DEPOT (The Creative Group)

Web Designer (Contractor)
May 2015 - Feb 2016

- Produced web responsive UX wireframes and high level architecture diagrams
- Produced wireframes and concept designs for external mobile devices (iOS & Android)
- Supported the UI/UX team in User Research and testing
- Supported development teams with front end HTML and CSS productions for projects
- Co-Developed departments work process
- Supported the Learning Department in associate work flows and product engagement
- Supported internal teams in client direction for new training software
- Leverage Brand Standards to be in sync with the User Experience
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ANAMALOUS PARADIGM

Digital Art Director/ UX / UI (Freelance Volunteer)
Apr 2014 - May 2015

- Supported Business Development Team with wireframes and conceptual designs for external mobile products (iOS)
- Managed functional demos for internal Stakeholders and external partners.

- Supported the business team with functional UI/UX concepts.
- Created brand concepts for clients
- Established mobile design process and pipeline
- Support Development Team with web banners for marketing

PURE RED (The Creative Group)

Web Designer (Contractor)

Apr 2015-Apr 2015

- Provide marketing team with Social Media layout and banner designs.
- Support development team with responsive web layouts.

HISENSE (iCreatives)

Production Artist (Contractor)

Jun 2014 - Jul 2014

- Support the development team with website product designs.
- Designed branding for instruction manuals.
- Supported development team with email blast mock-ups

TREESOUND STUDIOS / 3 LITTLE DIGS

Digital Art Director/ UX/ UI

May 2008 - Feb 2014

- Built design department through employee hiring
- Developed work flow and best practices for the department
- Created branding standards for the company.
- Managed design department and day to day operations.
- Produced web and mobile conceptual front end designs (iOS)
- Supported the development team with front end HTML and CSS production for all projects
- Support UI/UX team with user research and testing
- Co-Developed departments work process
- Leverage Brand Standards to be in sync with the user Experience
- Supported media team with video and audio editing for an assortment of projects
- Created logos, stationery, web banners, presentations, and marketing materials for digital and print.

LITTLE TREASURE'S DAYCARE

Graphic Designer

Jun 2004 - Feb 2006

- Work to maintain the "Brand Image" of various business units
- Create designs for marketing collateral used at company
- Handle multiple projects, meeting timelines, objectives, quality, and budget.

