

EXPERIENCE

UI/UX Designer & Content Editor

Oct 2017 – Present

Freelance/StudySync

Remote

- Lead web projects from concept to development with a combination of Human-Centered Design and Growth-Driven Design
- Plan, design, and build fully-responsive and pixel perfect websites while adhering to brand standards
- Create design solutions optimizing the web architectures for navigability and accessibility
- Solve conversion issues for small to medium-sized companies through research, design, development and content strategy
- Created wireframes and website designs using Sketch, Photoshop, Illustrator, and InVision

UI/UX Designer & Front End Web Developer

April 2017 – Oct 2017

EmoryDay (Contract)

Remote

- Developed mobile responsive and SEO optimized WordPress themes from scratch based on Photoshop designs
- Designed newsletter templates, ads for Google PPC campaigns, and other digital graphics
- Initiate readability, accessibility, and performance tests

WordPress Designer & Developer

April 2015 – Aug 2017

The SiMar Group.

Remote/Michigan

- Worked remotely to design and develop WordPress web pages that are optimized for search engines.
- Produce user-focused designs that are mobile responsive and contain engaging content and design elements.
- Provided innovative solutions to complex coding and design issues using available resources

Lead UI/UX Designer

May 2016 – Nov 2016

Vexti Co. (Contract)

Remote/Michigan

- Lead multiple complete design processes including user research, user stories, personas, site maps, wireframes, and prototype designs.
- Directed design meetings with clients and developers to ensure smooth communication throughout Agile project development
- Designed research-based UI/UX solutions to websites and applications
- Worked with developers and actively participated in the implementation of designs using CSS, HTML, HTML Slim, and SASS

EDUCATION

Michigan State University

BA, Finance, Honors College

Class of 2013

East Lansing, MI

SKILLS

Sketch, Adobe Suite, Mockups, Sitemaps, Photoshop, Illustrator, Google Drive, Google Analytics, Office 360, WordPress, HTML, CSS, PHP, JavaScript, Bootstrap, Copywriting, Split Testing, MailChimp, Active Campaign, Accessibility, Usability Testing, InVision, Story Boarding, Slack, Hangouts