

## Experience

### Senior UX/UI Designer — Roboboogie, Portland, OR

AUG 2019–DEC 2023

- Owned UX process from ideation to delivery by creating personas, user journeys, wireframes, user research strategies, and hi-fi prototypes for clients in eCommerce, SaaS, healthcare, and professional service sectors
- Led design on up to 6 clients simultaneously, including Adobe, iFit, Wacom, Impossible Foods, Abbott Labs, Internet Brands, iHeart Media, Umpqua Bank, Washington Healthcare Authority, and more
- Collaborated with researchers, PMs, engineers and analysts to identify optimization areas, run A/B tests, and deliver intuitive solutions to complex problems, often improving conversion by over 20%
- Created, updated, and managed responsive and WCAG-compliant design systems for 8 clients
- Presented ideas, process, and prototypes to stakeholders over 2–4 design rounds on 30+ A/B tests per client
- Used HTML, CSS, and Javascript to handoff design mockups, visual assets, and documentation to developers
- Spearheaded implementation of internal tools to track test results across clients, templating case studies & documentation, and streamline repeated processes, saving an average of 40 hours per client engagement

### UX/UI Designer — Western Washington University, Bellingham, WA

SEP 2017–JUNE 2019

- Developed a full redesign of WWU's housing site using Agile/Scrum framework in a team of 5 developers
- Implemented UX principles to optimize navigation, accessibility, and responsiveness on 50+ page site
- Used HTML, CSS, JavaScript, and PatternLab to code and organize reusable atomic components
- Created marketing materials, including digital assets, posters, brochures, flyers, and large-scale banners
- Aligned web design and marketing deliverables with WWU's evolving design system and brand guidelines

## Education

### Bachelor of Arts in Design — Western Washington University, Bellingham, WA

## Tools

- |   |                          |                          |
|---|--------------------------|--------------------------|
| • Figma, Adobe XD, Sketch   | • FigJam, Miro, Mural    | • Notion, AirTable, Slab |
| • Illustrator, InDesign, Photoshop, After Effects, Adobe Creative Suite | • UserTesting, FullStory | • HTML, CSS, JavaScript  |

## Skills

- |                                   |                               |                                      |
|-----------------------------------|-------------------------------|--------------------------------------|
| • Constructive design critique    | • Heuristic & thematic audits | • Strategic, creative problem solver |
| • Empathetic user advocate        | • Ownership, accountability   | • User research methodologies        |
| • Fast-paced projects & deadlines | • Scalable design systems     | • WCAG, APCA accessibility standards |