

**contact
information**

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847-770-5890

**work
experience**

Sites USA

UX/UI Designer

November 2022 – Present

- Conduct user research calls; Analyze and report on findings to leaders
- Develop a UX research and design process for a low UX maturity team
- Design features and tools for REGIS Online software and internal tools
- Track user product requests or ideas; Maintain a user request database
- Present and collaborate on design docs with development team
- Communicate design goals with development, marketing, and sales

Graphic Designer

June 2021 – November 2022

- Created long-term social media strategies for lead conversion
- Built email campaigns to increase user engagement with product
- Researched, wrote and promoted blog posts on industry updates

Arizona State Exposition and Fair

Graphic Design Intern

June – October 2020

- Collaborated with multiple teams to brand a new fair experience
- Created a theme and materials for the new developed fair experience
- Designed sponsored content for print, web, and social media

CBRE

Graphic Design Intern

May – August 2019

- Followed Motorola Solutions' and CBRE's marketing guidelines
- Developed an understanding of MSI and CBRE Brands
- Executed and presented rebranding of MSI's Corporate Real Estate Team

**formal
education**

Arizona State University

Masters of Science in User Experience

January 2023 – May 2024

Ira A. Fulton School of Engineering
With Distinction

Bachelors of Science in Graphic Design

August 2017 – May 2021

Herberger Institute for Design and the Arts
Summa Cum Laude
Certificate in Sales and Marketing
W.P. Carey School of Business