

SUMMARY

Product designer and creative director with over six years of experience creating digital products and shaping brands. I love solving thorny problems using qualitative research and data, and I'm great at communicating complex ideas. My work is characterized by a strong typographic and visual sensibility.

SKILLS

User Experience Research
Generative Research
Usability Testing
User Flows, Wireframes, Prototypes
High-fidelity Visual Design
Typography
Design Systems
Illustration
Branding
Copywriting
Front-end Development (HTML, CSS, JavaScript)
Agile Design and Development
Adobe InDesign, Illustrator, Photoshop
Sketch
InVision

RECENT EXPERIENCE**The Civil Media Company**

Creative Director
Apr 2019 - Feb 2020

- Collaborated closely with internal stakeholders to refine Civil's brand
- Employed user-centered design strategies to lead multiple redesigns of Civil's marketing site
- Developed shareable images for Twitter, Facebook, Instagram, Medium, and email to support marketing campaigns; maintained brand consistency across platforms
- Contributed to messaging strategy and copywriting

Product Designer
Oct 2017 - Apr 2019

I conducted generative research for new products, then created wireframes and prototypes, conducted usability tests, and created high-fidelity designs. I also developed the Civil brand, created a brandbook, art-directed the marketing site design, and created print collateral as needed.

- Designed a news literacy tool used by 5 newsrooms
- Worked with 11 small, independent newsrooms to design a WordPress theme suited for their needs, then collaborated with an external development agency to implement the design
- Developed instructional materials to facilitate Civil's token sale, helping 1,012 people, most of whom were brand-new to blockchain, to buy \$1,435,491 worth of CVL tokens

CareerFoundry (Berlin, Germany)

Web Developer and Product Designer
Oct 2014 - Apr 2017

- Developed typographical and color guidelines to ensure consistency in the product
- Created an onboarding site and led the redesign of the student dashboard, taking each from generative research through user flows, prototyping, usability testing, creation of high-fidelity designs, copywriting, and development
- Increased note-taking among students by 120% by designing and developing a new note-taking feature
- Contributed as a full-stack developer on a Ruby on Rails application

ADDITIONAL EXPERIENCE

John Kneapler Design Graphic Design Intern
Oct 2013 - Jan 2014

Assisted the Art Director on all aspects of the design process, from generating initial ideas to executing projects for clients

Try the World Designer

Feb - Jun 2013

Created the brand identity, website design, and all printed materials for a new startup

Wine Consulting

2008-2013

EDUCATION**Dev Bootcamp**

Web Development, 2014

Intensive web development training focused on HTML, CSS, JavaScript, and Ruby

Columbia College, Columbia University

BA in Art History, 2012

American Sommelier Association

Viticulture and Vinification Certificate, 2009