

A collaborative designer and art director with **12** years of experience delivering excellent results in UX/UI design, graphic design, and branding. Works flexibly with other creatives, developers, and key stakeholders, always communicating positively with internal and external partners. Leverages knowledge of current cultural and industry trends to solve issues with out-of-the-box products. Balances the creative and business aspects of the industry, taking team ideas onboard, then defining the best path for execution.

EXPERTISE

UX/UI Design • Art Direction • Teamwork & Leadership • Project Management • Digital Illustration
Goal-Setting • Cross-Collaboration • Brand Design • Digital Photography & Editing • Time Management
Ideation & Concepting • Social Media • Journey Mapping • Wireframing Adobe Creative Cloud • Sketch
Invision • Microsoft Office • Google Workspace • Slack

EXPERIENCE

Shutterfly UX Designer Redwood City, CA

JULY 2014 ↔ MAY 2022

Refined user-facing interfaces for both the Shutterfly website and the Snapfish app. Collaborated cross-functionally to maintain, redesign, and update experiences through multiple iterations. Implemented data-driven solutions to design and user problems.

- Took the reins of the snapfish app redesign after demonstrating exceptional collaboration skills with the Sr. Designer.
- Incremented app usage and conversion metrics consistently thanks to updates in the home screen and photos sections.
- Met/exceeded company revenue expectations for the app, taking on larger sections of total revenue generation in all channels.
- Collaborated with project managers and developers to streamline and redesign for the Shutterfly website's photos section.
- Enhanced website photo tools (albums, editing, organization) to delight users with an intuitive and responsive experience.

Track 7 Brewing Graphic Designer & Art Director Sacramento, CA

JULY 2012 ↔ SEPT 2017

Evolved the early & primitive brand and created a new system starting with their logo to produce packaging, apparel, in-taproom posters & flyers, to everything else a brewery needs to operate. Also started their Instagram page, getting it to 11K followers.

- Supported the branding and growth of community taproom events such as chili cook-offs & group bike rides.
- Oversaw the company's evolution to get the product in-store, establishing the system for their can/bottle branding.
- Created an Instagram page, saw the expansion of 2 locations and eventually become the largest brewery in Sacramento.

Snapfish by HP Visual Design Intern San Francisco, CA

JUNE 2012 ↔ MAY 2014

Primarily supported the international marketing team's efforts to update the site's seasonal elements, especially for Australia and Europe, while assisting in the site's rebranding. This transition happened while finishing art school and translated to full-time.

- Conducted seasonal updates of website elements (e.g. banners, store tiles, & buttons), across numerous country sites.
- Collaborated with other designers to coordinate the vast inflow of deliverables within numerous campaign's toolkits.
- Shortly after becoming full-time, helped the team rebrand the company's brand such as color palette & logo.

EDUCATION

Academy of Art University BFA, Graphic Design San Francisco, CA

SEPT 2009 ↔ MAY 2014

Conferences & Misc An Event Apart • Awwwards • Habit Summit • Level Access Compliance