

EXPERIENCE

DIGITAL PRODUCTION ARTIST / UI DESIGNER

Shutterfly/Snapfish - Oct 2019 - March 2024

- Managed digital assets across a wide range of products and brands in order to innovate the customer experience/journey.
- Collaborated and improved the UX and UI experience of all content management tools to increase efficiency.
- Conceptualized and designed UI for internal tools to improve the user journey and optimize timelines and capabilities.
- Developed a UI mockup that improved data management and organization, resulting in decreased steps in the production process.

VISUAL DESIGNER

Zebra Technologies - April 2018 - Nov 2018

- Crafted user-centric web assets to enhance the company's digital identity, brand resonance, and user experience.
- Implemented a company rebranding effort to align assets with a cohesive user-focused messaging strategy.
- Contributed to the development and maintenance of design systems and UI libraries, promoting scalability across all digital assets and platforms.
- Created 3 infographics to market our B2B supply chain process in order to help users understand complicated processes and potential efficiencies from using our products.

WEB EDITOR / DESIGNER

Ravinia Festival - March 2017 - April 2018

- Optimized online presence for Ravinia, an outdoor music venue, through strategic updates, user-friendly updates, and targeted email campaigns to ensure intuitive experiences.
- Collaborated with cross-functional teams to implement digital campaigns to enhance user engagement both online and physically.
- Achieved company sales objectives by executing advertising and conversion strategies, resulting in a revenue increase of \$7k.

GRAPHIC / WEB DESIGNER

Bravura Advertising - Jan 2016 - Feb 2017

- Enhanced user experiences and engagement across a national customer base using brand-centric design to increase revenue and sales.
- Oversaw updates to a portfolio of 60+ clients and brands to ensure consistency of user-focused designs.
- Orchestrated monthly social media campaigns with a \$2k budget to amplify engagement and growth.

EDUCATION

PURDUE UNIVERSITY

BACHELOR OF ARTS (B.A.)
MAY 2015

MAJOR

VISUAL COMMUNICATIONS
DESIGN

MINOR

ORGANIZATIONAL LEADERSHIP
AND SUPERVISION

TECHNICAL SKILLS

FIGMA	JIRA
FIGJAM	WORKFRONT
PHOTOSHOP	SLACK
ILLUSTRATOR	HTML/CSS
INDESIGN	MS OFFICE

CONTACT

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