

EXPERIENCE

Senior UI/UX Designer, Capital Rx — Remote

February 2022 - Current

Responsible for advanced prototyping, user research and testing, collaboration with the development team, and ensuring design system consistency for a complex healthcare product.

- Contributor and leader in design system creation and consistency
- Effective collaboration with developers and product teams
- Analyzing and improving complex workflows within a niche product space
- Presentation and testing of prototypes with product team, stakeholders and users

Senior Designer, Overlake Hospital — Bellevue, WA

November 2019 - February 2022

Designed a healthcare search experience and UI using user studies and data to drive decisions. Carried consistent branding across quarterly newsletters, brochures, signage and other patient communications.

- Close collaboration with outsourced development team in implementing an advanced search tool for users locating healthcare providers and locations
- Lead designer for a quarterly printed & online newsletter sent to 170,000+ recipients
- Winner of the Aster Awards 2021 and gold in the Healthcare Ad Awards 2020

Freelance Designer — Remote

March 2015 - November 2019

Experience with a large array of clients and projects including UI/UX design, frontend coding, advertising design, email template design, branding/design system creation and more.

- Managed the creation of a responsive website for a financial advisory company that increased lead conversion by 25+%
- Conceptualized and designed a webinar advertising campaign for a B2B business that received over 600 registrants
- Developed website designs for a translation services company that increased average time users spent on the site by 51%

HIGHLIGHTS

- Adobe Creative Awards Panelist
- Creative A/B Tester
- Constantly conscious of responsive design principles
- Consistent adherence to design system & brand guidelines
- Human-centered design
- Advocate for proper design process & iteration
- Comfortable with analyzing complex workflows
- Advanced Figma prototyping

TOOLS

- Figma, Sketch, Adobe Creative Suite
- HTML/CSS
- Github
- Miro & other collaborative tools
- Project management tools such as Jira, Trello, etc.
- Microsoft Excel, Powerpoint, Word, Keynote
- Remote working tools such as Slack, Zoom etc.
- Google Analytics and Google Search Console

Web Designer, The Control Group — *San Diego, CA*

March 2015 - July 2017

Generated and designed ideas for use in A/B testing across multiple online sales funnels, studied user behavior, measured success of design through data analysis, and developed new sales funnels/lead generation avenues.

- Awarded top performing A/B tester by achieving highest total amount of increased conversion rates from my designs
- Created a design that increased sales conversion rate by 13%
- Contributed to over 500 A/B tests that performed at a 5.34% win rate allowing me to achieve 100% of my quarterly goals

Graphic Designer & Web Specialist, M.A.D. Group — *San Diego, CA*

January 2014 - February 2015

Developed brands, website designs, email campaigns, front-end code for Joomla and Wordpress websites, online advertising campaigns, logos, and more.

- Designed fully-responsive websites that drastically improved user experience and lead conversion rates
- Contributed to re-branding of small businesses that helped them target the correct audiences
- Worked with both web and print design to achieve successful, cohesive advertising campaigns

Assistant Photographer and Album Designer, Azzura Photography — *Bellevue, WA*

August 2010 - May 2014

Captured photos using a Canon 5D; color corrected, re-touched, and designed wedding albums.

- Discovered my love for design in designing albums for clients that were extremely happy with the results
- Part of the team when the company was awarded 1st place in Seattle Bride's Best-Of Awards

EDUCATION

San Diego State University — *San Diego, CA*

August 2010 - May 2014

- College of Business Administration, Emphasis in Integrated Marketing Communications
- President of the Order of Omega Honor Society
- Vice President of Public Relations for Kappa Delta Sorority

References Upon Request