



EXPERIENCE

UX Designer - Senior UI Lead

USANA Health Sciences | 2019 - Present

Ensured consistency and identity across all USANA digital products by managing the visual identity and branding.

Developed, implemented, and maintained a company-wide design system called Pando, which was implemented across the organization.

Responsible for overseeing and ensuring that all UI materials and digital content meet USANA Design System specifications.

UX Designer

Purch/Future | 2015 - 2018

Ensured that all UX designs met the standards for both visual and textual branding and was responsible for managing the process.

Developed user personas and scenarios to enhance functionality and usability for key audiences.

Delivered high-quality design documents, including sketches, sitemaps, wireframes, mockups, and specifications.

UX/UI Designer

Software Technology Group/The LDS Church | 2011 - 2015

Successfully designed and delivered an updated Mormon Channel website and app for iOS/Android and Roku TV.

Served as lead UI and UX designer for the Mormon Tabernacle Choir app for Android/iOS.

Designed and developed a better user experience for a revamped LDS Account.

Web & Graphic Designer

Fibernet | 2005 - 2011

Designed, built and hand coded numerous corporate and professional websites that follow current web standards and are web compliant.

Involved in the creation and redesign of company branding including business cards, letterhead and all company documentation.

EDUCATION

BFA - Graphic Design

Utah State University

SOFT SKILLS

Collaboration

Communication

Empathy

Critical Thinking

Time Management

INDUSTRY SKILLS

Visual & UI Design

Wireframing & Prototyping

Information Architecture

Storyboarding

Research & Testing

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