

EXPERIENCE

Therapy iQ

UI/UX Designer SEPT 2022 - PRESENT

Product

- Created a unified design system that the platform could be built around going forward.
- Conducted competitive market research, user interviews, workflow optimization analysis.
- Restructuring existing Architecture built before a full consideration of user experience without alienate users who had gotten used to the previous interface.
- Meeting with new and existing users, listening and collecting feedback through a public feedback portal allowed us to prioritize Product changes.
- Worked with a small but capable Agile development team through 80+ 2-week Sprints, ensuring quality of design development and experience.
- Led user experience design of new AI-enabled features.
- Mentored and managed a design Intern.

Marketing

- Created a unified brand vision, that's evolved to reflect the growing complexity of the product.
- Created eye-catching graphics for social media, sales and presentations.
- Created interface visuals to show off our Product's capabilities to the public.
- Overseen the design and creation of multiple company websites in Webflow.

100K Ideas

Product & Graphic Designer APRIL 2018 - JULY 2020

- Helped 50+ clients visualize their business and product ideas.
- Created logo concepts and final art, brand ideation, style guides, packaging design and UI wireframing for clients. Additionally worked with clients and internal teams utilizing product sketching, product illustration, CAD modeling with Solidworks, CAD rendering with Keyshot, creating physical mockups, and prototyping using both additive and subtractive methods.
- Internally worked on data visualization, process flow mapping and marketing materials.

Project Manager SEPT 2018 - JULY 2020

- Handled projects for 25+ clients, ensuring quality and timely execution of deliverables.
- Created business assessments comprised of competitive market research, existing IP research, and evaluating potential barriers and opportunities for a product, service, or social impact project.
- Worked directly with clients to familiarize them with our process, onboard them through an interview, and organize specialist team members including engineers, marketers and product experts; who can help them move their idea forward.

Hasbro/NERF

Industrial Design Intern JAN 2017 - MAY 2017

- Responsibilities included rapid ideation of Nerf blasters and accessory concepts through to producing high-fidelity product mock-ups across a wide range of brands.

EDUCATION

Designlab

UX Design Certification JAN 2021 - MAY 2022

- Worked with accomplished UX Designers to hone my craft in digital design aesthetics and user experience best practices.
- Thorough education of user research and testing techniques by putting them into Practice.

College for Creative Studies

BFA Product Design SEPT 2013 - MAY 2018

- Thorough industrial design education focused on developing great experiences and interactions for users of physical products, spaces and digital integrations.
- Held multiple jobs on campus while I studied including Woodshop Technician, Social Media Ambassador and Teaching Assistant.