

Analytical systems designer with over 13 years experience championing user-centered design and multi channel experiences inside complex, and highly regulated platforms. Expert at cross-functional collaboration including engineering, product, and leadership—to map end-to-end user journeys and create actionable positive change across the organization. A dedicated advocate for WCAG accessibility and inclusivity, with a proven track record of establishing single sources of truth through scalable design systems that elevate team health and raise the output quality bar.

Experience

Native Applications Designer TwinSpires 2021 – Present

- Lead end-to-end service and product design strategies for high-scale native platforms, managing complex user journeys across digital and operational touchpoints.
- Prioritize improving usability and user journeys, as well as helping Implement and brainstorm new features driven by user research.
- Work with project managers to quickly and efficiently create solutions to problems and pain points.
- Champion human-centered design and evangelize digital accessibility, guiding cross-functional teams to meet strict WCAG accessibility standards and compliance constraints.
- Conduct user research, A/B testing, and competitor analysis that influences the design of wireframing and hi-fi interactive prototypes.
- Architect and scale a unified design system and single source of truth in Figma, documenting semantic tokens and building cross-platform components to optimize team delivery and design health.
- Collaborate closely with UX and development peers, providing constructive design feedback and running alignment sessions to ensure consistent, human-centered design execution.

Freelance Graphic Designer Will Crase Illustration and Design 2010 – Present

- Lead end-to-end design strategy and digital execution for a diverse portfolio of clients, managing complex multi-channel projects from early-stage discovery through launch.
- Facilitate collaborative sessions and alignment workshops with brand managers and stakeholders to synthesize project goals into a seamless web.
- Direct comprehensive brand development, including cohesive visual identity systems, campaign materials, and cross-platform digital content strategy.
- Develop interactive wireframes, user flows, and responsive prototypes in Figma, navigating technical constraints to optimize human-centered experiences.

Graphic Designer Oates Flag 2016 – 2021

- Managed end-to-end design execution as the Head Designer for a high-volume custom production, ad specialties company.
- Partnered with cross-functional stakeholders, including local businesses, educational institutions, and internal teams, to facilitate collaborative design alignment for complex client initiatives.
- Used and created branding guides to help design products that reflected the company's overall image.
- Oversaw digital content strategy and website management, maintaining the organization's web presence, and ensuring design quality across touchpoints.

Skills

Service Design & Strategy	User Journey Mapping, UX Strategy, Human-Centered Design (HCD), Design Governance.
Product & Interaction Design	User Interface (UI) Design, Wireframing, High-Fidelity Interactive Prototyping, Motion and Interaction Design, Information Architecture.
Research & Optimization	Qualitative User Research, User Testing, Competitor Analysis, A/B Testing, Data-Informed Iteration.
Leadership & Collaboration	Cross-Functional Alignment, Stakeholder Facilitation, Collaborative Workshops, Design System Architecture, Team Health & Peer Review.
Brand & Content	Visual Identity Systems, Brand Development, Digital Content Strategy, Typography.

Tools

Figma, Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro), Content Management Systems (CMS), WCAG Accessibility Testing Tools.

Education

University of Louisville Communications Art and Design BFA | Class of 2013