

UX / UI Designer

Craft Engaging User Experiences | Elevate Brand Identity | Drive Digital Innovation

Creative and detail-focused designer with passion for crafting visually appealing and user-friendly experiences. Skilled in building strong client relationships and driving effective design solutions. Experienced in managing high-stakes projects and front-end development, analyzing design trends, and ensuring consistent brand messaging. Poised leader committed to inspiring team creativity and fostering collaborative environments that uphold brand integrity and promote digital excellence in every detail.

**Brand Design | Visual Design | Content Strategy | Web Design | UX Design | UI Design | Graphic Design
Illustration | Logo Design | Video Production | Webflow Expert | Figma Expert | Adobe Suite Expert**

Technical Skills

Services	Brand Design, Visual Design, Multimedia Design, Graphic Design, Web Design, UX Design, UI Design, Landing Design, Logo Design, Print Design, Product Design, Illustration, Game Design, Video Editing, Frontend Development, Social Media
Tools	Figma, Sketch, Blender, Unity, Webflow, Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Audition, Adobe XD, Adobe Animate
Platforms	WordPress, Elementor, Webflow, Bootstrap, GatsbyJS, BeTheme, HubSpot, Git, VwO
Coding	HTML, CSS, JavaScript, PHP, SQL, React, GraphQL, C#, C++, Java, Python, GMS
Productivity	Agile methodologies, JIRA, Asana, ClickUp, Workfront, Notion, Trello, Slack, Microsoft Teams, Zoom, Remote, Hybrid, In-office
Game Engines	Unity, Game Maker, Construct

Experience

SpiritXR, Remote

January 2025 June 2025

UX Designer (Remote)

Designed a tablet-style interface to help users navigate the features of their virtual reality bar more easily. Collaborated remotely with the client to ensure all user types and pain points were accounted for and well researched. Designed user journey maps, wireframes, and mockups for feedback that led to final deliverables

- Researched into features from other premium virtual reality bars to borrow design conventions.
- Created user journey maps to ensure all user types were accounted for and wireframes for each user path.
- Designed a final mockup and prototype that fit with their existing branding conventions.

RENAISSANCE, Remote

May 2024 – January 2025

Web Designer II

Provided deadline driven content support in fast paced, remote environment. Collaborated with cross-functional teams to ensure brand consistency and optimal user experience. Oversaw project budgets and timelines to deliver high-quality results within scope and on schedule. Conducted market research to inform design strategies and enhance client satisfaction.

- Provided strategic insights and recommendations using VwO, identifying user disengagement with wordy content. Redesigned pages to highlight key information, improving site performance, boosting conversions, and enhancing user experience.

- Made significant updates to many client websites, such as restructuring pages, redesigning how users navigate site, and implementing various visual changes that enhanced readability of content.

IMPROVE & GROW, Lancaster, PA

July 2023 – January 2024

Senior Web Designer

Led design and development of responsive websites for a diverse portfolio of clients, managing up to 4-6 concurrent projects. Designed websites by creating wireframes, prototypes, and final designs in Figma and Adobe XD, iterating based on feedback. Created logos, icons, graphics, ads, and social media posts for various projects.

IMPROVE & GROW (Continued)

- Designed WordPress sites with Elementor, collaborating with developers for engaging and functional layouts.
- Developed branding, designed logos, and built SEO-optimized websites from scratch, establishing strong online presence for companies like Stambaugh Tax Law and Accounting, helping improve ranking to top of local search results.
- Tripled website conversions for Miller Home Group by collaborating directly with clients, designers, developers, and SEO experts, creating effective website experiences.

BODO.AI, Remote

January 2021 – August 2022

Frontend Web Developer

Maintained and updated startup's website to align with its evolving brand and target audience. Also assisted in UX experience with company's software's interface. Handled all visual aspects, including branding updates, email blast designs, social media graphics, and print materials for tech conventions.

- Designed and developed website using React, GatsbyJS, and later Webflow, exceeding evolving start-up needs.
- Accelerated deliverable completion through efficient project management and coordination with cross functional departments using Jira, Slack, and Zoom.
- Conducted design and usability testing, improving site traffic and enhancing user experience.
- Supported front-end development, performed QA testing / debugging, and maintained website load performance.
- Collaborated remotely using Scrum methodologies, communicating daily with team members, ensuring clarity and alignment with objectives.
- Redesigned site shift from B2B to B2C focus, aligning with new target audience and advertising strategy.

JUNIATA COLLEGE, Huntingdon, PA

September 2016 – May 2020

Web / Graphic Designer

Maintained website, generated graphic assets utilizing Adobe Suite for marketing materials, as well as helping other campus organizations with advertising.

- Created new essential pages that cultivated awareness for new programs such as the new esports program.
- Worked with Juniata Presents and performers, creating engaging print advertising that drove interest and intrigue for shows.
- Created new print materials, such as event calendars that were used widely across school.

Education / Certifications

- **Bachelors of Arts (BA)**, Strategic Multimedia Design w/ Computer Programming, Juniata College, Huntingdon, PA
- Figma UI UX Design Essentials, Udemy Certificate, 2024