

Pattern

Ecommerce Agency

Lead UX Designer

01/2024 - 07/2024

(contract, multiple engagements)

01/2025 - 07/2025

- Own UX for new builds, from discovery to delivery
- Facilitate client calls and internal stakeholder discussions as needed

Agentzy

Ecommerce SaaS Startup

Founding Designer (contract)

07/2024 - Present

- Own the product vision and design system across the application
- Lead user interviews and development sprints alongside the CEO, shaping the product roadmap and defining core features

Accenture Song (Formerly BVA)

Ecommerce Agency

Senior UX Designer

03/2023 - 12/2023

- Lead UX design on new builds and retainer projects
- Owned client calls and internal stakeholder discussions
- Conducted heuristic audits during the discovery phase to inform business development and design roadmap
- Created internal templates for wireframe kits, content strategy maps, UX audits, and product filtering/sorting
- Partnered with user research team to synthesize insights and use them to inform wireframes and strategic decisions

Promotion

UX Designer

05/2021 - 02/2023

- Facilitated heuristic audits, created wireframes and information architecture diagrams for new builds and retainer clients
- Participated in client calls and internal stakeholder discussions
- Contributed to internal Shopify-based design system

Workiva

Financial Reporting SaaS

UX Design Internship

05/2020 - 05/2021

- Identified and solved UX issues in SEC reporting SaaS product
- Led an agile team of myself, a UI designer, and a Developer, with collaboration from a UX Writer and UX Researcher

Graduation

Industrial Design Coaches

ISU. College of Design

Head Coach, Founder

08/2019 - 11/2020

- Provided tutoring services to over 200 Industrial Design students five nights a week, both in-person and remotely via a Discord community
- Contributed to lesson plans for underclassmen with head professors

Jack Rometty

UX Designer

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Functional Expertise

- Wireframes
- User Flows
- Customer Journey Maps
- Heuristic Analysis
- Information Architecture
- User Persona Creation
- User Research (Qual, Quant)
- User Testing
- Stakeholder Interviews
- Workshop Facilitation
- Product Roadmaps
- Competitive Analysis
- Accessibility Standards
- Generative AI (Text, Photo, Video)

Tools

- Figma
- Sketch
- Adobe Creative Suite
- User Interviews (.com)
- Dovetail
- HTML / CSS
- Basic Javascript
- ChatGPT / Midjourney

Education

- Industrial Design (BS)
- Iowa State University
- 2017-2020