

## SUMMARY

Highly collaborative Visual Designer with 5+ years of experience dedicated to molding brands and successfully launching products. Proficient in applying UX/UI design best practices across web and mobile platforms to meet and exceed target audience engagement goals. Track record of successful direct client collaboration and effective cross-functional teamwork.

---

## WORK EXPERIENCE

### VISUAL DESIGNER FIRSTTECH LLC

04/2022 - Present

- Architected and implemented a scalable design system for the Momento brand, unifying visual language across digital products, which reduced production time by nearly 50% and improved cross-functional team alignment.
- Led the end-to-end redesign of the Momento website, driving the full product design lifecycle from UX research and user journey mapping to high-fidelity UI design and developer handoff.
- Drove the design for four product launches; my contributions to the M8 product line helped it become the most successful launch in the brand's 10-year history, doubling the sales record within 3 months of launch, and totalling over \$8 million in sales the first year in market.
- Owned the complete design process for all product packaging, marketing collateral, and digital products (web/mobile), ensuring a cohesive user experience across all brand touchpoints.
- Directed marketing design initiatives that increased lead generation; designed a key tradeshow experience that resulted in over 130,000 impressions and a significant pipeline of new business leads.

### VISUAL DESIGNER FREELANCE

05/2020 - Present

- Led end-to-end branding projects for diverse clients, designing memorable logos and cohesive visual identity systems that successfully positioned their products in the market.
- Translated product concepts into high-fidelity, interactive prototypes using Figma, enabling early-stage usability testing and stakeholder validation before development.
- Established and managed foundational brand asset libraries and style guides, ensuring visual consistency and design cohesion across all digital products and marketing materials.
- Designed a wide range of visual assets—from custom UI icons and illustrations to compelling marketing collateral—to build a cohesive brand narrative and enhance user engagement for my clients.
- Successfully managed multiple concurrent design projects, balancing client needs and deadlines to deliver high-quality brand and product solutions on time.

### GRAPHIC DESIGNER WATSON FURNITURE GROUP

08/2021 - 04/2022

- Created and deployed web assets for product pages on our company websites.
- Led the design of a large-scale modular template for the sales team to streamline the assembly of presentation decks.
- Attended stakeholder meetings and became a product information expert, as well as a design liaison across cross-discipline teams.
- Managed the updating of complex and critical installer instructions for our products.

### GRAPHIC DESIGNER CC COMPANY

11/2020 - 08/2021

- Managed all design projects as the Lead Graphic Designer.
- Deployed a sales platform on their website that increased revenue and expanded customer base.
- Worked directly with stakeholders to identify product sales goals and advertisement strategies to increase profits.

---

## EDUCATION

**Washington State University**  
Bachelors In Digital Technology & Culture

**Greenriver College**  
Associates In Art & Design

## SKILLS

Design Systems  
UI/UX Design  
Figma/Sketch  
Adobe Software

Brand Design  
Print/Packaging  
Cinema 4D  
A.I. Workflow