



CONTACT

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SKILLS

- DESIGN LEADERSHIP & MANAGEMENT
DESIGN STRATEGY
RESPONSIVE WEB APP DESIGN
NATIVE MOBILE APP DESIGN
USER TESTING
USER EXPERIENCE DESIGN
WIREFRAMING
PROTOTYPING
VISUAL DESIGN
ART DIRECTION
BRANDING & IDENTITY
PRINT & BOOK DESIGN

EDUCATION

- MASTER OF FINE ARTS
ACADEMY OF ART UNIVERSITY
» Master of Fine Arts in Graphic Design
BACHELOR OF SCIENCE
EAST TENNESSEE STATE UNIVERSITY
» Bachelor of Science in Engineering Technology
» Concentration in animation, illustration, and multimedia
» Graduated with honors

EXPERIENCE

- DIRECTOR OF UX & DESIGN
ROCKET LAWYER | DECEMBER 2016-PRESENT
» Drive an engaged culture around user-centered design, design thinking, and a collaborative design process
» Partner with leadership to define the brand and product vision, core metrics, and roadmap
» Balance design resources with shifting business strategies and needs
» Lead and manage an interdisciplinary design organization
UX LEAD
ROCKET LAWYER | JUNE 2014-DECEMBER 2016
» Led and managed the product design team
» Partnered with product and engineering leadership to build simple, intuitive and innovative experiences
» Created and maintained a UI style guide ensuring a consistent, compelling and brand appropriate experience for users
» Developed a biannual performance review process for communicating with and influencing direct reports and their professional growth
UI/UX PRODUCT DESIGNER
ROCKET LAWYER | FEBRUARY 2013-JUNE 2014
» Lead designer for legal advice products. Created the end to end design process of responsive web experiences. i.e. research, user flows, wireframes, and visual design.
» Collaborated with the business owner and product manager to ensure the interface and experience met objectives without compromising an engaging user experience
» Partnered with engineers to ensure the build was pixel perfect and the experience was seamless
CREATIVE LEAD & MOBILE APP VISUAL DESIGNER
ALT12 APPS | APRIL 2012-JANUARY 2013
» Visual design for mobile apps targeting women at different life stages for health tracking and social networking
» Led design direction in planning and strategy of mobile commerce experience
» Directed and managed work completed by contract designers
» Art direction and design for all marketing, email, web, and mobile app experiences
DIRECTED STUDY ADVISOR & TUTOR
ACADEMY OF ART UNIVERSITY | JANUARY 2009-JANUARY 2015
» Aided and challenged students in their graduate studies in Graphic Design. Provided guidance in design process and critique of work.
SENIOR GRAPHIC DESIGNER
KODAK GALLERY | JUNE 2008-APRIL 2012
» Art direction and design for marketing projects
» Participated in developing the strategy, structure, and design of the mobile website
» Led the conceptualizing and execution of large marketing campaigns
» Generated solutions for several single variate and multivariate A/B test projects
» Collaborated with other senior designers and art director on initiatives for site standards
» Created an occasion-based shopping experience which led to an increase in user engagement and revenue