

Experience

Senior Product Designer

KOMAND SECURITY, CAMBRIDGE MA

February 2016 - Present

- ▶ Leading product design at an early stage, stealth mode startup with an iterative and customer-validated design approach

Senior Visual Designer

MENDIX, BOSTON MA

June 2014 - January 2016

- ▶ Conceptualize and execute on all visual branding materials
- ▶ Brainstorm, research, prototype, and design all website interfaces
- ▶ Assist with lead generation efforts by providing UX strategy, design, and development of content, emails, and landing pages in Marketo
- ▶ As Chief Swag Officer, create fun and attractive t-shirts and other promotional materials to engage prospects and customers
- ▶ Founded "Mendix Mentoring", an internal initiative held weekly to mentor junior staff on product, marketing, sales, customer success, and more
- ▶ Provide Pre-Sales and Professional Services with UX/UI strategy on prospective or customer enterprise applications

Director of Web Operations

THRIVE INTERNET MARKETING, TOLEDO OH

June 2013 - May 2015

- ▶ Project managed a team of 5 web designers/developers from proposal writing through project launch
- ▶ Held weekly innovation meetings to mentor staff and encourage an environment of learning
- ▶ Provided leadership via frequent critiquing and creative direction to foster professional growth
- ▶ Researched and implemented new softwares and techniques to improve efficiency, encourage revenue growth, cut expenses, and ensure Thrive's longevity as a digital agency
- ▶ Contributed product management expertise to CMS partner Accrisoft on new features, and direct feature implementation

Lead Web Designer/Developer

THRIVE INTERNET MARKETING, TOLEDO OH

April 2012 - June 2013

- ▶ Designed and developed UX/Web UI with content first strategy and RWD frameworks
- ▶ Utilized wireframing, live prototyping, web metrics, and A/B optimization to test and improve performance and usability through project lifecycle
- ▶ Devised strategy, copy, content, and creative for large-volume email marketing campaigns, with a personal average open rate increase of 10% and click thru increase of 3%
- ▶ Developed project launch workflows consisting of internal HTML/CSS framework, project management checksheets, and step-by-step processes that saves 5 hours in development

Skills & Expertise

Product Design

UX

UI

Adobe Creative Suite

Sketch App

HTML

CSS

Javascript

RWD

Digital Marketing

Branding

Education

Bowling Green State University

Years: 2008 - 2010

Degree: BS in Technology

Major: Visual Communication Tech

Owens Community College

Years: 2004 - 2007

Degree: General Education; Transferred

Major: Fine Arts

Highlights

Representative, Mendix, Pitched platform to 1000+ prospects at AWS re:Invent 2015

Panelist for multiple events, Ladies That UX Boston, 2014-2016

Mentor, LearnLaunch Hackathon 2014

Guest Blogger, HubSpot, "Twitter Embraces Ecommerce To Monetize Traffic Beyond Ads" 2014

Panelist, "Don't Make Me Think" - A Web Usability Discussion by Toledo Web Professionals and BGSU, 2013

Evangelist, Buyvite Group Pay (Startup), Pitched to spectators and VCs at SXSW 2012