

## WORK EXPERIENCE

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### UX Designer

Mar 2023 - Present

Freelance

- Implemented process of ideation, feedback, and iteration, including wireframing, prototyping, and user interviews to create responsive websites
- Incorporated brand guidelines throughout designs, including color, typography, photography and icons
- Worked closely with stakeholders to review design iterations and incorporate feedback

### Designer & Owner

Sept 2017 - Mar 2023

Holly Haymaker Ceramics, LLC

- Created a web ecosystem to market and sell my line of ceramic art, including a custom ecommerce website, a wholesale ordering site, an Etsy shop, and Instagram presence
- Created a cohesive style and experience for customers through my website design, business cards, event collateral, and packaging

### Technical Customer Support & Success Engineer

June 2014 - Feb 2017

Moz

- Spoke with customers directly to understand pain points and find ways our software could alleviate them through the implementation of SEO and marketing strategies
- Developed and launched automatic in-app educational messaging for SAAS B2B marketing software to help our customers use our tools more effectively and reduce cancellations

### Technical Project Manager

Mar 2013 - June 2014

Stova

- Managed the project execution of high profile corporate event websites. Worked closely with engineering team to ensure the product incorporated all client specs and feedback

### Associate Producer

Aug 2011 - Oct 2012

Cricket Moon Media

- Led small teams of engineers and artists in production process for digital games and websites for Fortune 500 clients. Point of contact with clients for sending builds and receiving feedback

## EDUCATION

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### Scripps College

BA, Media Studies

Focus in Interactive Media

Sept 2004 - May 2008

### CareerFoundry

Certificate, UX Design

Specialization in UI Design

Sept 2022 - Oct 2023

## SKILLS & TOOLS

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**Skills:** User Research, User Flows, Wireframing, Prototyping, Usability Testing, UI Design, HTML/CSS

**Tools:** Figma, Photoshop, Illustrator, Miro, Lyssna/UsabilityHub, OptimalSort, Asana