

Design Skills

Expert in UX/interaction design, mobile responsive design, prototyping, persona creation, and applying design thinking. Proficient in typography, user flow, interaction design, with a mastery of Lean UX, design systems, and ethics.

Research Skills

Skilled in qualitative and quantitative research, including affinity diagrams, card sorting, competitive analysis, customer journey mapping, persona development, and user testing.

Development Skills

Strong foundation in HTML, CSS, JavaScript, with experience in Bootstrap, WordPress, NetSuite, and Marketo for responsive design and content management. Knowledgeable in Visual Studio for code development.

Tools

Proficient in Figma, Photoshop, Illustrator for design; Miro for collaboration, Optimal Workshop for usability testing, Google Suite for productivity, Toggl for time management

Additional Qualifications

Agile and Scrum methodologies for project management; excellent sketching skills for idea visualization, up-to-date with accessibility standards for inclusive design, committed to continuous learning.

UX Designer Cert. | **General Assembly** [2024]
Web Designer Diploma | **Arena Multimedia** [2005]
BFA | **Govt. Collage of Art & Media** [2003]

Experience

Dec. 23
March 24

General Assembly | Apprenticeships | 500+ hrs.

Metric Mate | Lead UI Designer | 3 Weeks

Trainer's Portal Design | **Device:** Tablet-I pad

Led user research and visual strategy for an athlete dashboard, focusing on seamless data access and engagement through high-fidelity wireframes and data visualization.

YMCA | Lead UI Designer | 2 Weeks

Life Skill Learning Program App | **Device:** Mobile

Leveraged UX research and mobile design to develop an accessible app for adult learning, ensuring usability and alignment with the style guide.

Champion Party | 2 Weeks

Party Supplies E-Commerce | **Device:** Desktop, Mobile

Redesigned e-commerce site, enhancing UX/UI for better engagement and sales. Developed cohesive brand style, and optimized interactions through responsive design and A/B testing.

June 21
Sept. 23

Scheduling Institute, Alpharetta GA | UI Designer/Developer

Designed and developed the courses portal • Designed and developed hundreds lead generation landing pages • Crafted captivating newsletters.

May 18
May 21

Fermob, Cumming, GA | Web Master

Transformed the company's website from a B2B-focused platform into a visually stunning B2C destination • Championed responsive design principles.

Dec. 13
Dec. 16

4WheelParts, Compton, CA | UI Designer

Contributed to the success of a vast e-commerce platform with over 100 prominent brands • Elevated the visual appeal and functionality of the home website and sister sites • Developed brand style guide for consistency in business.