

*Innovative, results-driven professional with a proven track record executing creative design initiatives, leveraging a strategic approach, and employing a meticulous and analytical problem-solving skills to craft exceptional user experiences while effectively collaborating in group environments.*

## Qualifications Summary

- UX & Product Designer adept at employing creative solutions to the digital experience, along with strategy and design thinking principles to solve complex problems while considering both business goals and user needs.
- Skilled in a diverse range of skills including Figma, web and mobile application design, product development, user flows, wireframes, design systems, interactive prototypes, storytelling, usability testing, affinity mapping, information architecture, user research, accessibility, stakeholder presentation design & delivery, and basic skills in HTML and CSS.
- Self-starter experienced working in a lean agile environment with design teams, engineers, stakeholders, and partners to meet strategic goals under tight deadlines.

## Technical Proficiencies

**Methodologies:** Wireframing | Prototyping | User Flows | Native Apps | Accessibility | UI Design | Responsive Design | Information Architecture | User Journeys | Design Systems | Systems Thinking | User Testing | Usability Testing | Card Sorting | Tree Testing | A/B Testing | Quantitative Research Methods | User Interface | Data & Analytics | KPIs | User Personas | Interaction Design

**Tools:** Figma | FigJam | Sketch | Mockup | Shopify | User Zoom | Adobe XD | Adobe Creative Cloud | Photoshop | Illustrator | Premier Pro | Final Cut Pro | Indesign | Invision | Powerpoint | Microsoft 365 | Google Slides | Optimal Sort | Maze | Jira | HTML | CSS

**Skills:** Market Research | Strategy | Presentation Design | Product Marketing | Story Telling | Time Management | Visual Design | Web Analytics | Team Leadership | Multitasking | Collaboration | Innovative | Detail-oriented | Flexible | Leadership | Customer Experience

## Design Experience

### UX/UI & Product Designer

LiftLabs, Inc | 09/2023 – Present

Leveraged in-depth research and contextual inquiries of current lobster fishing processes to help guide the creation of a native mobile app that seamlessly merges cutting-edge, ropeless lift technology with time-honored practices. Collaborated closely with developer and technology teams to smoothly transition the UI prototype from Figma to React Native and meet very tight launch deadlines. Currently incorporating the power of AI & Machine Learning to revolutionize various aspects of industry fishing practices never seen before.

### Lead UX & Product Designer – Consulting Project

The Backyard Market | 07/2023 – 09/2023

Enhanced e-Commerce website design through collaborative efforts with stakeholders, extensive market research, and in-depth analysis of metrics and KPIs. Conducted a thorough content and heuristics audit, resulting in a transformation that included an optimized business strategy, improved user journey, enhanced information architecture, and adherence to accessibility standards substantial reductions in error and bounce rates, and significant increases in sales, user satisfaction, and customer retention.

### Lead UX/UI & Product Designer – Consulting Project

PiggyBack Network | 06/2023 – 07/2023

Transformed PiggyBack Network's web app into an intuitive native iOS mobile app in a 5-week sprint, while leading a team of three UX designers. Overhauled the original user flow to allow for more flexibility while using the app, resulting in a 12% increase in user satisfaction. Heavily advocated for users by pushing for the inclusion of child profiles, in-app tracking, and background checks, significantly enhancing trust. Through effective communication of design rationale, gained buy-in from founders and stakeholders.

### Product Designer & Co-Owner

Baldman Percussion | 08/2018 – 06/2023

Crafted the company while spearheading the conceptualization, design, prototyping, and manufacturing of seven musical instruments, and securing a US patent. Leveraged background in graphic design and digital marketing to craft visually compelling product packaging, marketing materials, and responsive e-commerce website while integrating design thinking principles and comprehensive UX research, resulting in a 400% surge in DTC/B2B sales within a single year, and major reduction in bounce rates.

## Digital Designer & Recruiting Coordinator

DDB Worldwide | 05/2022 – 04/2023

Elevated company visibility and candidate satisfaction through the development and execution informational resources, engaging social media recruitment campaigns, and the creation of comprehensive training materials for all hiring teams. Played a pivotal role on the recruiting team by coordinating all candidate interviews for three offices across the United States, while leading a comprehensive overhaul of the existing recruiting procedures. Strategically optimized the end-to-end candidate journey through data-driven, user-centered design decisions, culminating in an outstanding 30% increase in total hires for the year and a remarkable 55% reduction in hiring timelines.

## Notable Career Achievements

05/2007 – 03/2023

- Freelance graphic and web designer over thirteen years, collaborating with diverse clientele to design a variety of websites and creative materials, including logo and branding designs, marketing collateral, merchandise, print materials, and beyond.
- Accomplished a successful fifteen-year career as a professional touring drummer and studio musician with renowned artists including Kane Brown, Thompson Square, Lindsey Ell, Ricky Skaggs, Brandy Clark, and more.
- Successfully co-hosted and led the conceptualization and design of all projects featured in a weekly four-hour block of home improvement programming on A&E.
- Showcased design and construction skills as the key contributor to HGTV's 'A Very Brady Reno' immersive event space, creating an exceptional experience for attendees.
- Distinguished brand ambassador with renowned companies such as Marc Jacobs, Bobbi Brown, Ford, Chevy, Nutella, George Dickel Whiskey, and other esteemed brands.

## UX Design Projects – General Assembly

**Lead UX/UI Designer** | Haley House Native Mobile App Design, 06/2023

Led team of three UX designers in four-day hackathon, identifying main user pain points and developing design-centered solutions to solve them. Produced comprehensive design system, allowing for smoother transition from wireframes to high-fidelity designs and generated high-fidelity prototypes and a comprehensive presentation deck to showcase overall process and design decisions.

**Lead UX/UI Designer** | Too Good To Go Feature Integration on Mobile App, 05/2023

Enhanced app design by seamlessly incorporating user reviews and comprehensive allergy/ingredients information into the existing interface, while leading a team of three UX designers over a two-week sprint. Conducted several rounds of usability testing of both mid-fidelity and high-fidelity prototypes, culminating in the creation of a fully interactive prototype accompanied by a concise 20-minute presentation to highlight critical insights, design iterations, and showcase the final design.

**UX Designer** | Dusty Groove Records Website Redesign, 04/2023 – 05/2023

Revitalized the Dusty Groove website design and information architecture through strategic UX methodologies including card sorting, comprehensive user research, empathy mapping, journey mapping, and persona development. Developed a customized rewards initiative aimed at amplifying user engagement, encouraging repeat purchases, and cultivating long-term customer loyalty.

## UX Education & Certifications

**Designing for Accessibility Certification | WCAG 2.2**

09/2023

**UX Design Certification | General Assembly**

04/2023 – 07/2023

Completed full-time, 12-week immersive program focused on mastering UX/UI research and design principles while completing five full scale design projects

**Business, Marketing & Design Strategy Certification | 12 South Marketing**

03/2019 – 04/2019

The "60 Day Startup" course, offered by 12 South Marketing, provides intensive training in business, marketing and design strategies, equipping participants with the essential skills needed to achieve rapid entrepreneurial success

**Bachelor of Arts | Luther College**

07/2003 – 05/2007

Graduated with honors, attaining a double major Marketing, Advertising and Music Performance

## Design Honors & Achievements

**US Patent** - The Junk Hat | Musical Instrument

05/2022

**Best in Show, Overall** - The Stank Foot | National Association of Music Merchants

07/2021

**Best in Show, 'Gotta Stock It'** - The Junk Hat | National Association of Music Merchants

07/2019