



Experience Design Resume

For over a decade, I have been dedicated to growing businesses through the creation of impactful user experiences. With a strong focus on equitable and accessible designs, I excel at strategic thinking and have a proven track record of leading teams to success.

Professional work

Publicis Sapient

2018 - Present

Associate Creative Director of Experience

Verizon, Verizon value brands, Travelers, Ford, Bridgestone, Southern Glazer's Wine & Spirits, Polaris, UPS

- Led discussions with other capability leads to develop a framework for the team, strengthening approaches and deliverables.
- Advocated for the best outcomes for both users and the business in C-suite meetings.
- Provided thought leadership, strategic design direction, and identified new opportunities to drive business growth.
- Created a fully functional Conversational UI and widget set for a larger design system.
- Conducted user & stakeholder interviews, mapped customer journeys, and initiated competitive and heuristic audits.
- Led whiteboard sessions & fostered team collaboration through agile design process.
- Collaborated with tech teams to deliver accessible and annotated dev-ready designs, including generative AI experiences.
- Developed user flows and journey maps using tools like Figma, Miro, and Mural.
- Led workshops and collaborative sessions to gather insights, ideate, and align cross-functional teams to a common project objective.
- Conducted usability testing and incorporated user feedback & real data to refine designs and improve usability.
- Stayed up-to-date as a thought leader in industry trends and emerging technologies, including generative AI, to drive innovation in design strategies.

Sapient Razorfish

2014 - 2018

Experience Designer

Washington Gas & Light, Bridgestone, IHG, Delta, Whirlpool, Fresh Market

- Sorted complex web taxonomies into affinity diagrams and working prototypes.
- Pushed for best UX standards while working within scope & development restrictions.
- Designed wireframes, prototypes, and user flows to visualize and iterate on complex concepts.
- Created repeatable pattern libraries and design systems to be utilized by larger teams.

OneSpring

2013 - 2014

UX Consultant

Coke, Adult Swim, Aptean, Travelport

- Worked as a consultant to large clients to create UX and UI solutions and visualizations.
- Created dev ready designs for websites, GUI, and phone apps, and collaborated with a team to finalize functioning prototypes.
- Performed rapid prototyping on site in collaboration with clients.

Brandmovers

Interaction Designer

2012-2013

Disney, Mission Chips, Princess Cruises, NUSkin, Big Red, Moon Pies

- Led major interactive projects with the design team, supervising freelancers and teammates in the design process.
- Worked with art directors, project leads and tech teams to produce seamless user experiences.

Skills

Design Leadership
Team Management
Design Strategy and Research
Heuristic & Competitive Evaluation
User-Centered Design and UX/UI
Research Design and Moderation
Workshop Design and Facilitation
Agile Methodology
Spanish/English languages
Fine Art & Illustration

Design tools

Figma
Adobe XD, Adobe suite
Google suite
Microsoft suite
Miro
Mural
Apple user

Education

Savannah College of Art and Design

Bachelors of Fine Arts
Interactive & Game Design
Dean's list, Cum Laude
Atlanta, GA

Achievements

Co-founder of the Georgia Chalk Artists Guild

DREAM Dachshund Rescue dog foster mom

Award winning & world traveling chalk artist and muralist