

bio

I create meaningful design solutions and experiences for brands and audiences. Able to take ideas from concept to launch and work cross functionally. My work experience varies from digital product design & crafting design systems, to branding and lifecycle marketing campaigns. I specialize in creating custom sites that are lovingly hand-coded and unique. Driven and detail oriented with strong conceptual and visual design skills.

education

B.A. Business Communications
San Francisco State University | 2012

Certificate of Professional Web
Design & Development
Sessions College of Professional
Design | 2013

skills & software

All things branding, design systems, UI UX design, user flows, strategy & vision, simple prototyping, style guides and pattern libraries, email marketing & development, ad production, web content management, web production tools, front-end frameworks, JS libraries - efficient with HTML, CSS, JS, Angular, and various animation frameworks. Adobe Creative Suite, Sketch, Figma, InVision, Craft, DSM, Sailthru, Litmus

awards & recognitions

mindsparklemag | Site of the Day
medium | featured designer

DESIGNER & DEVELOPER / StyleSeat

2018 - Dec 2019

I led the design vision providing visual design assets for marketing and product. I designed and built custom landing pages and HTML emails, owning projects from concept to launch. Significantly improved customer acquisition, increased growth and drove engagement with new designs and code for lifecycle campaigns, receipts, product launches and landing pages, developing creative assets that simplified complex messages. Improved existing back-end code to enhance functionality and user experience. Coded routine pop-ups and promotional in-app screens. Worked cross-functionally with Product, Marketing and Engineering teams contributing to product strategy, design system, and brand identity. Worked closely with CEO to turn company goals with actionable design decisions.

WEB DESIGNER / Gymboree Group

Contract 2018

I delivered a wide variety of marketing material for Janie & Jack brand including brand identity, email, website, landing pages, social media, banner ads, and more. Executed product line updates for all e-commerce site. Ensured cohesive quality user interaction and experience throughout user journey. Successfully transitioned to mobile first design.

WEB DEVELOPER / Gap Inc

2016 - 2017

Responsible for the development and maintenance of HTML/JSON/JS for existing and new web pages. Incorporate visual design into functional web pages, own deliverables of tasks and manage marketing materials coming in from production and design team. Responsible for troubleshooting code issues and bugs, asset management and code version control. I also created display banner animations and was responsible for bringing storyboard to life with custom design & code.

PRODUCT UI UX DESIGNER / RGA

Contract 2016

Responsible for creating visuals for onboarding and UI. Collaborated with teams and managed a wide variety of cross-media projects involving branding and illustrations.

WEB DESIGNER & DEVELOPER / Freelance

2013 - Ongoing

Build custom web sites that meet specific business objectives/client needs. Responsible for all stages of creative process and development. Designed websites, and large scale web applications for multiple clients and industries. Over 50 projects for more than 30 clients.

ASSISTANT MEDIA PLANNER / Google Play

2013 - 2014

Assisted with developing and maintaining media plans and manage creative trafficking process. Analyzed data to provide creative insight.