

IN-HOUSE WORK

Lead Designer, StratusCore, Sep 2017–Present

I lead all design efforts to create, improve upon, market and promote the company's products and my efforts have quadrupled customer conversion rates. Work includes:

- Design and project management of new products and features for the company's public-facing web application
- Strategy and creation of customer emails, social media posts and cross-promotion with software partners
- Re-branding efforts, including logo, brand style guide and website design
- Marketing materials, including print and digital ads, event flyers and business cards
- Presentation design including reports to investors, pitch decks used for venture capital fundraising, as well as new client outreach and onboarding
- Foundational assets, including the buyer's journey, on-boarding, account management and marketplace distribution channels

Design Intern, Girvin Strategic Branding & Design, Jul 2016–Sep 2016

- Produced work for clients: generated original imagery and copy for social media posts to engage customers, developed internal and marketing templates, contributed ideas for naming and brand strategy
- Helped the firm with new business outreach: designed and produced company promotional materials, mailers and email blasts, and designed website mockups for the company's case studies

CLIENT WORK

Promotional Materials and Web Design, Eco-Shelter, 2018-2019

- Designed the non-profit's website and promotional materials for use in fundraising efforts which helped them reach their goal of \$55,000

Game & Packaging Design, Blue Heron Games, 2018

- Concepted and designed all of the physical pieces of Blue Heron's newest game, "Who Wears the Crown," including the game box, cards, directions and supplemental game pieces

Mobile App UX/UI Design, Everyhome.co, 2015

- Designed an iOS mobile application for Everyhome.co within a three-week deadline
- Delivered a solution that strengthened the company's concept by making its product more efficient and interactive as well as providing a way to engage and crowd-source quality content to build out the company's offerings

ADDITIONAL EXPERIENCE

Executive Administrator, Alaska Structures/Hotes Foundation, Nov 2012–Dec 2014

- Coordinated events to final execution on time and under budget for the company and the CEO: created and managed timelines, sourced supplies and vendors and negotiated vendor contracts
- Planned large and small-scale travel for groups of 5 to 100+ people
- Sourced large amounts of materials for the CEO's disaster relief trips and coordinated purchasing, delivery and distribution while navigating time, budget and logistical constraints

EDUCATION

Seattle Central Creative Academy

September 2015–June 2017
AA in Graphic Design

General Assembly Seattle

June 2015–September 2015
UX Design Certificate

University of Washington

September 2008–June 2012
Double BA: International Studies & French

SKILLS

Branding
Logo design
Visual identity
Typography
Packaging
Print layout and production
Environmental graphics
Content strategy
Competitive research
Art Direction
UX/UI
Web design
HTML/CSS

SOFTWARE

Illustrator
Photoshop
InDesign
AfterEffects
Premiere
Sketch
Microsoft Office Suite