

Education

Milwaukee Institute of Art & Design, Milwaukee WI

August 2006 - May 2011

Bachelor of Fine Arts in

Industrial Design

concentration in

Graphic Design

Harper College, Palatine IL

January 2013 - May 2016

Mathematics, Computer

Science coursework

Skills

Wireframing

Hi-fi Prototypes

UI kits - Design systems

User journey mapping

Designing for web accessibility

IA mapping

Tree testing

Card sort testing

Moderated user research

Validation & usability testing

Content creation

Design systems

Interface Design

Responsive design

Analytics research

Google Analytics

Adobe Analytics

Graphic design

Email design

Front-end development

HTML & CSS

Sketch app

Figma

Axure

Invision

Experience

Dyson - UX/UI Designer / User Researcher - October 2019 - present

Dyson is a multi-national manufacturer of home, and haircare products based in the United Kingdom

I lead User Experience research, testing, and UI development across the US and Canadian markets both in direct and third party marketplaces.

I coordinate with Global Experience teams, Product Owners, and market stakeholders across the US, UK, Canada and Singapore. Create digital UI enhancements that are aligned with the Dyson Design System that are market specific or global enhancements. I create and run qualitative research testing with select participants to test new concepts, gather insights, or test existing trends gathered in customer qualitative feedback research.

I deliver and present work to global teams and stakeholders. Create pixel-perfect high-fidelity mockups for functional prototypes and UI engineering handoffs for development. Additionally I instruct US and Canadian teams on accessibility best practices.

W.S. Darley & Co. - Web & UX/UI Designer - January 2017 - October 2019

W.S. Darley works to outfit Firefighters, Emergency Responders and War Fighters through it's multiple brands

Design and refinement and development of the UX for our customers along with 7 different web brands. I performed A/B testing, and optimization to increase customer conversions based on web traffic analytics and heat maps. Creating concepts and bringing them to high-fidelity mockups. I conducted user research interviews with current customers as well as create personas for stakeholder presentations. I created web pages for the 7 different divisional brands across the Darley brand, as well as created advertising and email campaigns.

MIDOPT - Production Engineer - August 2015 - January 2017

Design, research, and engineer new 3d products and parts for production.

MARMED - Freelance Industrial Designer - January 2015 - September 2017

Produced sketches to 3D models based on Human Factors and manufacturability and designed for exploratory medical devices.

RTC - Contract Freelance Industrial Designer - May 2013 - September 2013

Responsible for multiple Point Of Purchase projects from sketching to 3d development.

Cesaroni Design Associates - Industrial Designer - September 2011 - June 2012

Worked with clients to develop concepts from sketch to prototype.

Milwaukee Electric Tool - Industrial Design Intern - May 2010 - August 2010

Developed products using sketching, SolidWorks, and model making techniques while working with design, marketing, and engineering.

Baxter International - Industrial Design Intern - May 2009 - August 2009

Worked with senior design members on exploratory medical devices.