

PROJECT ROLES

UX Strategist
Experience Designer
Quality Assurance
Team Lead
Squad Leader
Instructor

TOOLS/METHODOLOGIES

Photoshop
Illustrator
XD
Sketch
Invision
Axure
Design Thinking
Kano Analysis
Usability Testing
Wireframing
Illustration
Journey Mapping

INDUSTRY EXPERIENCE

Graphic Design
Legal
Military
Retail
Transportation
Hospitality

EDUCATION/CERTIFICATION

User Experience Design
Certification: Prime Digital
Academy

BS: Elementary Education and
Middle School Science:
University of Minnesota

Quartermaster and Chemical
Equipment Repair
Certification: U.S. Army
Ordinance School, APG, MD

General Study: Minneapolis
College of Art and Design

ODDS & ENDS

MN Army National Guard
Marathon Runner
Haunted House Actor
Chugging Podcast Host

CONTACT INFO

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CANDIDATE SUMMARY

I'm an ideas person. I take on problems that don't have a clear answer. As a UX researcher, I am a detective who uncovers emotional and functional needs. As a UX designer, I am a leader that creates new spaces and invites others to follow. My goal is to manifest lovable, exciting solutions that satisfy both the business and the user.

DEMONSTRATED SKILLS AND ACCOUNTABILITIES

- Create beautiful low, mid, and high fidelity wireframes.
- Lead meetings with stakeholders and users to uncover solutions using design thinking.
- Create stunning, detailed journey maps and service blueprints.
- Design easy to use user interfaces.

EXPERIENCE HIGHLIGHTS

- Won second place at the 2017 Twin Cities Startup Week Hackathon with a machine learning app that predicts how long you'll live.
- Designed a recommender system for the United Way based on people's play-types so they can find volunteer opportunities based on what they find fun.

CHRONOLOGICAL EXPERIENCE

Design Thinking Consultant

Minnesota Interfaith Power and Light, Minneapolis

August 2017 - October 2017

- Interviewed clients and customers
- Responsible for creating a service blueprint and journey map in Illustrator
- Led group discussion and presented findings to client and senior staff

UX Design Consultant

Aquatics Empowered, Minneapolis

August 2017 - August 2017

- Devised a 12 month UX strategy guide to transform the swimming pool directory into a pool sharing company.
- Created a detailed style guide with wireframes
- Redesigned logo using Illustrator

UX Design Student

Prime Digital Academy, Minneapolis

March 2017 - July 2017

Greater Twin Cities United Way - Group Project

- Designed a recommender system and it's logic, increasing conversion.
- Conducted interviews, created personas and journey maps
- Conducted usability testing and remote user testing
- Designed cartoon illustrations using Photoshop to represent the different outcomes.

Peace Coffee - Solo Project

- Packaging redesign based upon Kano survey results and participant-led testing.
- Designed in-store toolbox based upon ethnographic study and interviews.
- Created wireframes for new customer education website using Sketch.

Visual & Web Designer

Freelance, Minneapolis

September 2010 - March 2017

- Designed eCommerce websites for musicians, artists, and businesses using custom Weebly sites
- Designed album covers, posters, and digital promotional materials
- Created illustrations of monsters and jigsaw puzzles for national retailers