

Work Experience

Lead Designer

Primitive (Oct. 2021 - Present)

- Continue all responsibilities from Senior Product Designer role
- Serve as creative lead for Web and Product
- Help manage design team capacity and plan weekly sprints
- Provide growth paths for design team members and help mentor teammates to achieve goals

Senior Product Designer

Primitive (2017 - Oct 2021)

- Implemented and lead design team meetings with the goal of fostering a community of collaboration in what was previously a siloed team
- Collaborated closely with UX Research team to shape a vision for the products, making sure decisions were researched and data-backed for the best user experience
- Mapped user flows and built wire-frames
- Turned wire-frame ideas into high fidelity designs with a user-first focus
- Created and maintained design systems to ensure design consistency
- Created prototypes to test design solutions and to share designs with stakeholders
- Iterated designs based on feedback and testing results
- Lead a team of designers from 4 different agencies, and 3 different countries on a large-scale project for 2.5 years
- Worked closely with engineering teams to ensure accurate translation of design vision
- Presented all stages of design to clients
- Provide design feedback and art direction to team of designers

Senior Web Designer + Developer

Texas Tech University (2015-2017)

- Developed and implemented a cohesive visual style for AFISM and it's related departments on both the web and in print.
- Worked directly with Admin & Finance staff and directors to discover how to solve design issues and best implement these solutions
- Create and design a wide variety of projects for web, including web sites, web apps, HTML emails, and interactive data visualizations
- Front-end Development (including HTML, CSS and Javascript) of websites using the university's CMS

Adjunct Professor

Texas Tech University (2013 - 2015)

- Created projects and developed lectures that challenge students' understanding of complex visual systems spanning from print to interactive design
- Encouraged and fostered design principals, including design thinking and led students in projects that were centered around it
- Critiqued students and their work, pushing them consistently to experiment and learn new ways of approaching and solving problems, and helping them improve their design skills

Senior Web designer

Landroop Strategies (2015)

Graphic + Web Designer

Hartsfield Design (2009 - 2014)

Education

BFA in Communication Design

Texas Tech University

College of Visual & Performing Arts
School of Art

Top 5 Clifton Strengths

Strategic

Learner

Achiever

Maximizer

Ideation

Toolkit

Adobe Creative Suite

Figma

Notion

Whimsical