

## OBJECTIVE

UX designer role working with a passionate and versatile team on exciting projects and products with lots of opportunity for creativity and innovation.

## EXPERIENCE

### ● SOULBOUND STUDIOS

UX DESIGNER | APRIL 2016 - PRESENT

- Design and Develop design system for Chronicles of Elyria including Style Guides & UX Guidelines. Defined design patterns for Chronicles of Elyria & Elyrian Adventures brands. The goal was to create a consistent style and feel for the websites as well as reduce the amount development time needed during releases.
- Designed several engagement tools on ChroniclesofElyria.com to drive new sign ups and re-engage inactive users to drive sales.
- Designed purchase funnel for online store raising almost 6 million in revenue.
- Presented design concepts and documents to cross-functional teams and lead the design process from project vision to completion
- Work with the support team to find painpoints that they had and design toolsets to help reduce the amount of time needed to devote to troubleshooting community issues.

### ● UNIKRN

UX DESIGNER / PRODUCT MANAGER | JAN 2015 - APRIL 2016

- Ran lean UX workshops with stakeholders to create the initial design for the MVP of Unikrn.com. This allowed the team to beat several competitors to market and made Unikrn.com the main player in eSports gambling.
- Conducted usability studies for the acquisition process to drive more signup conversions. This led to an increase in traffic to the site by over 300% in the first 2 months and increased page duration from 35 seconds to 3 minutes per user
- Created SEO optimization plans as well as developed content marketing strategies to increase overall SERP rating
- Created visual design of marketing decks used in funding rounds which raised \$12+ million
- Concept and prototyping of products (Bet on yourself, Unikoin Raffles, Unikoin Auctions, and Achievement System) for market validation
- Collaborated with Data Analyst to design a machine learning system to predict odds of eSports events. This allowed us to keep our staffing requirements minimal for monitoring and creating odds on matches.
- Worked directly with upper management to create dashboards tracking KPIs for measuring product release success.
- Created marketing strategies to grow social channels. Facebook grew from approx 100 followers to 1500 likes in 6 months. Instagram from 0 followers to over 1000 followers in less than a month
- Designed and developed of Pinion.gg website and dashboard using HTML, CSS, Javascript, JQuery, and bootstrap
- Created new features for the Pinion.gg platform, increasing ad watching duration from 5 seconds to 25 seconds

## TOOLS / SOFTWARE

Adobe XD, Illustrator, Photoshop, InVision, Google Analytics, Google Optimize, HotJar, Optimizely, Google Adwords, JIRA, GitHub, Heroku, Perforce, and Omnigraffle.

## LANGUAGES

HTML, CSS, Javascript, JQuery, React, VueJS, PHP, & NodeJS.

## SKILLS

Wireframing, Userflows, Usability Testing, Rapid Prototyping, Creating Design Libraries, A/B Testing, UX Documentation, Mobile First Design, Web design, & branding.

## EDUCATION

Graphic Design Certificate - Capital Area Career Center 1998

Computer Science B.A. - Art Institute of Seattle 2012

## EXPERIENCE

### ● INVISO

UX DESIGNER | JUNE 2014 - DEC 2014

- Ran UX Workshops with Stakeholders for PC Accessories marketing application. Streamlined the design and development process which lead to only using 40% of our budget on creating the application.
- Localization development for PC Accessories app
- Created High Fidelity mockups for high profile clients, such as Microsoft, Polaris, Adobe, AWS, and Toro
- Debugging of internal websites using CSS, PHP, and Javascript
- Setup development environment for internal facing websites
- Creation of design tools using C# and xaml, reducing production time of App Portals

### ● TIBCO

UX DESIGNER | JULY 2013 - JUNE 2014

- UI/UX design and mockups for Spotfire Metrics mobile app, Spotfire Modeler desktop app and Spotfire Cloud website, using Omnigraffle, HTML5 CSS3, JQuery, and Javascript.
- Creation of UXDS for Spotfire Metrics web, android, and Windows, phone apps
- Visual design of marketing campaigns for Spotfire Metrics for launch
- Creation of High Fidelity mockups for various high profile projects including executive-level sharepoint site for Continental Mills, interactive map-based store dashboard app for General Mills, Push BI mobile app, and Analytics tool for Gallup analytics.
- Providing overall creative direction for Sacramento Kings dashboard app
- Development and debugging of web based applications using javascript, JQuery, CSS3, and HTML
- Partnering with international teams in Sweden and Romania on various projects including Spotfire Cloud, Spotfire Metrics, and Spotfire.Tibco.Com

## PERSONAL INTERESTS

Photography · Capoeira (Brazilian Martial Art) · Music (Guitar, Ukulele, & Percussion) · Oil Painting · Hand Lettering · Attempting to learn Portuguese & Mandarin · Scuba Diving · Gymnastics · Gaming