



PROFILE

I'm a design professional with a deep background in user experience design and brand strategy. My work demonstrates strong business acumen focused on creating usable solutions that align with user goals and expectations. I have led the oversight for the design of digital products and collaborated with marketing shareholders to ensure product-market fit. I work closely with stakeholders to develop user-centered product objectives, research, data analysis, requirements, and budget.



EXPERIENCE

SR. UX/UI DESIGNER | June 2022 – Present

UX/UI DESIGNER | December 2018 – June 2022

Deloitte Digital | Mechanicsburg, PA

- Leads UX/UI overhaul of applications for state government systems, focusing on user experience, aligning to user personas and accessibility requirements
- Conducts user research/testing that resulted in discovery and improvements of user pain points
- Directs engineering teams on aligning UI requirements with design systems and style guides
- Leads stakeholder presentations for continued project alignment and phase-gate funding
- Designed mobile/web apps focused on optimal usability, accessibility, engagement, and overall user experience while keeping the UI components aligned with the technology and framework for development
- Conducts first-round interviews and trains new team members on the human-centered design
- Manages/mentors junior designers using the latest industry standards, trends, and tools

SR. GRAPHIC/VISUAL DESIGNER

Pennsylvania Higher Education Assistance Agency (PHEAA) | Harrisburg, PA | Feb. 2011 – Nov. 2018

- Initially led the marketing design team with the ideation and production of integrated marketing collateral (print-based, digital, and social)
- Collaborated with senior leadership to develop the brand Avereo, a division for PHEAA's FinTech solutions
- Regularly collaborated with the UX team to develop mockups/UI concepts for internal and customer-facing applications
- Worked closely with the CX team to develop the PHEAA design system
- Developed user flows and customer journey maps for a joint project with IBM to create the first Dept. of Education FAFSA mobile app

SR. GRAPHIC/VISUAL DESIGNER

Cumberland Printing Company

Mechanicsburg, PA | April 2006 – July 2010

GRAPHIC DESIGNER, WEB DEVELOPER

Barkleigh Productions, Inc.

Mechanicsburg, PA | March 1998 - April 2006



EDUCATION

BRADLEY ACADEMY FOR THE VISUAL ARTS

Associate Degree in Specialized Technology

Major: Graphic Design

DESIGNIT – PROFESSIONAL TRAINING

- Customer Research Training
- Service Mapping Training
- Ideation & Conceptualization Training

LINKEDIN LEARNING

- UX Design (7 Courses; 11 hours)
- Creating Accessible PDFs



TECHNICAL SKILLS

DESIGN

- UX Research
- UI Design
- Visual Design
- Contextual Inquiry
- Prototyping
- Brand Development
- WCAG 2.1
- Section 508

TOOLS

- Figma
- Sketch
- InVision
- Adobe XD
- Adobe CC
- Office365
- Jira
- Confluence
- SharePoint