

## EXPERIENCE

### Spiceworks | Graphic Designer

June 2013 - Present | Austin, TX

- Created marketing personas based on Spiceworks users to help the team focus on the target audience for ad campaigns
- Conceptualize and design advertising materials for tech clients including display ads, whitepapers, emails and microsites
- Write copy for display media and code microsites using HTML and CSS
- Collaborate with account managers to define and follow client and project guidelines and meet very tight deadlines

### ACC-HCC Millennial Mentoring Project | Interaction Design Intern

Dec 2013 - March 2014 | Austin, TX

- Presented a solution to a live client brief at SXSWi 2014 in front of 100+ people with a small international team
- Conducted extensive research on the target market and company
- Designed wireframes, final mockups and the majority of the Keynote slide deck for the final presentation
- Acted as the team lead and led meetings, delegated work and kept the team on track towards completing our goals

### Women, Infants and Children Program (WIC) | Interaction Designer

Aug 2013 - Dec 2013 | Austin, TX

- Worked in a team environment to gamify existing curriculum about teaching children ages 0-10 how to live a healthy lifestyle
- Created a working prototype of a game designed for tablets to teach children ages 2-3 how to identify fruits, vegetables and colors
- Conducted research on toddler activity and existing games to learn the capabilities, knowledge retained and mannerisms of the target users

### Freelance Graphic Designer

Jan 2010 - June 2013 | Austin, TX

- Conceptualized and designed websites and print materials, including brochures, booklets, handouts, and business cards, for clients nationwide
- Driven and disciplined to find new clients, handle a variety of projects at once, keep open lines of communication and complete assignments on time
- Fearless and took on projects that expanded my design skills and knowledge

### WTP Advisors | Graphic Designer

Oct 2008 - Mar 2012 | Austin, TX & White Plains, NY

- Worked with a team to rebrand the company; tasks included developing a new company name, logo, website and style guide
- Responsible for the creation and production of all marketing materials, including brochures, booklets, logos, and large displays

## TECHNICAL

- Photoshop CC
- Illustrator CC
- InDesign CC
- Balsamiq Mockups
- HTML & CSS
- Sublime Text
- Wordpress
- Keynote

## EDUCATION

### Austin Community College

AAS in Web & Interactive Design  
Graduated in May 2014

### Syracuse University

BA in Music  
Graduated May 2006, Cum Laude  
Minor:  
Communications Photography  
S. I. Newhouse School of Public  
Communications

## ACTIVITIES

Member/Participant:

- UX Book Club
- UXPA
- IxDA
- Ladies That UX