



Experiences

UI/UX Designer

It Works! Global
Aug 2016 – Aug 2023

It Works! is a global beauty and nutrition company focused on changing lives with natural, results-driven products and direct-selling opportunities.

Role:

- Designed and maintained the Design System, ensuring brand consistency across platforms.
- Conducted usability testing, user interviews, A/B testing, and market research to gather insights for design improvements.
- Created user storyboards and personas to guide the design process.
- Designed low, mid, and high-fidelity prototypes in Figma for both web and mobile applications.
- Presented final designs to stakeholders, ensuring alignment with business goals and user needs.
- Outlined and maintained the website's sitemap in Figma, optimizing user navigation.

Awards

- Employee of the Month – Jan 2020
- Employee of the Month – Apr 2019
- Most Creative – Oct 2018

User Experience Designer

MoneyShow
Mar 2015 – Aug 2016

MoneyShow hosts the largest investment education conferences worldwide, bringing traders, investors, and financial advisors together to build relationships and expand knowledge.

Role:

- Gathered business goals and expectations, and created user stories to guide the design process.
- Delivered low, mid, and high-fidelity wireframes using Sketch.
- Collaborated directly with developers to ensure design solutions aligned with the product vision and met technical requirements.
- Managed live streaming of conference events and seminars, ensuring seamless delivery to users.

Art Director

MP USA Marketing Group Inc.
May 2010 – Mar 2015

MP USA is a marketing group specializing in customized promotional products and unique items, including challenge coins, custom apparel, and tactical gear for the military.

Role:

- Led a small creative team to deliver a diverse range of promotional products to clients in a fast-paced production environment.
- Created digital assets such as logos, illustrations, custom graphics, and icons.
- Met with clients directly to gather design direction and align expectations.
- Developed artwork for various imprint methods, including embroidery, screen printing, and laser engraving.
- Organized and maintained the graphics file system for efficient workflow.

Certifications/Courses

Designership Masterclass

September 2022 - December 2022

Google UX Design Course (In Progress)

November 2024 - Present

Skills

User Research

- Qualitative Interviews
- Usability Testing
- Quantitative Testing
- User Persona's
- User Stories
- Site Mapping

Design

- Storyboarding
- Wireframing
- Prototyping
- Logo/Icon/Illustration Creation
- Photo Editing

Development (Limited)

- HTML/CSS
- SASS
- Github
- Node.js

Programs

Adobe Suite

- Illustrator
- Photoshop
- Dreamweaver
- Premier Pro
- After Effects
- InDesign

Interface Design

- Figma
- Sketch
- Adobe XD

Misc.

- Microsoft Office Suite
- InVision
- Blender