

EXPERIENCE

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Creative Director – Barebones Living
Salt Lake City, UT

01/16–Present

- Revised B2B and B2C positioning strategy that was supported by customer research and market analysis
- Branding initiatives led to new accounts with key retailers including Restoration Hardware, Crate & Barrel, and Anthropologie's Terrain
- Received increased exposure in relevant media outlets including Dwell, Architectural Digest, VOGUE, Travel + Leisure, and Martha Stewart Living
- Achieved 12x YOY growth in consumer online sales
- Supported VP of Product in human-centered product ideation
- Redesigned product packaging, sales booth, and collateral to be more aligned with positioning strategy

UX Strategist – T-Mobile
Seattle, WA

09/15–05/16

- Reported to Director of User Experience for all D2C digital properties
- Created a strategic roadmap for UX maturity
- Developed and implemented a distributed team resourcing model to fill gaps in specialization, assisted in qualifying new candidates
- Managed external vendors at a project level, negotiated retainers up to \$2M in annual operating expenses
- Implemented a framework for reliable, efficient UX design process

Product Manager – Violet
Redmond, WA

09/13–06/15

- Utilizing market industry research and analysis, developed business case and launch strategy for a new product concept
- Responsible for the oversight and management of a team that successfully secured \$1.5 million in seed funding, followed by an additional \$3 million in year two
- Drafted and submitted RFP's for testing efforts, guided the development of critical UX/Ui deliverables, and provided hands-on technical assistance
- Targeted several industry experts and successfully recruited them to assist in the design, development, and launch of a new product
- Defined & communicated product roadmap with executive team, business partners, and investors
- Directed multiple teams of developers for product launch and post-launch feature development using Agile (Scrum) methodology

Lead UX/UI – Smilebox
Redmond, WA

06/13–09/13

- Provided wireframes, UI design, wrote detailed specifications, and conducted usability tests, developed personas, user flows and patterns
- Collaborated with product managers, designers, and programmers at all stages of development

Senior Designer – Electric Pen
Seattle, WA

08/12–06/13

- Provided strategic branding consultation and design services for national and international clients; services included responsive web design, presentation design, branding, advertising, and campaign strategy
- Assisted in formulating creative briefs and defining creative strategies
- Cultivated a positive experience for internal designers through patient coaching and mentoring. Role included directing this team in order to generate comps, create layouts and final art

Adjunct Professor – Seattle Pacific Art Center
Seattle, WA

03/07–03/13

- Visual Communications II: Focused on brand development, publication design, market research, and product design
- Intro to Computer Art: Focused on design software and introductory design principles with projects ranging from a magazine cover, book jacket, and multi-page booklet
- Responsible for curriculum development and implementation
- 5-20 students per class

Senior Designer – University Presbyterian Church
Seattle, WA

02/10–12/11

- Gathered a set of core values and brand characteristics from focus groups, applied towards a comprehensive rebrand
- Designed and launched a new logo, website, color palettes, font selections, design templates, and style guide
- Consulted internal clients on how strengthen their departmental brand without misusing the organizational brand

EDUCATION

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BFA – Graphic Design
Northwest Nazarene University