

EXPERIENCE

charity : water product designer

August 2022 – PresentRemote

- Spearheaded the design for digital products, contributing to an increase in user engagement and growth in key performance indicators.
- Collaborated with cross-functional teams to develop and execute design strategies that focused on user acquisition, engagement, and conversion
- Conducted user research initiatives, conducting interviews and surveys to gain insights into user behavior and preferences, resulting in data-driven design decisions.
- Worked closely with product managers, engineers, and other stakeholders to ensure seamless integration of design solutions.
- Rapidly prototyped interactive designs to facilitate quick testing and validation of concepts.
- Iterated on designs based on stakeholder feedback, user testing results, and performance metrics.

The Mom Project visual designer

June 2020 – August 2022Remote

- Conceptualized and executed visually striking designs for digital marketing campaigns, including social media graphics, email templates, and online advertisements.
- Collaborated with the marketing team to align visual elements with campaign goals and optimize for user engagement.
- Designed visually engaging materials for events and trade shows, including booth graphics, banners, and promotional materials.
- Led the development of a visual strategy for social media platforms, creating shareable and impactful graphics to increase brand awareness and engagement.
- Worked closely with the marketing team to understand campaign objectives, target audience profiles, and market trends, incorporating these insights into visual designs.
- Collaborated with stakeholders to refine and evolve the brand guidelines as the company expanded.

Speed Art Museum design intern

June 2019 – June 2020Louisville, KY

- Assisted in the creation of exhibition graphics, including banners, signage, and promotional materials, to enhance the visual presentation of artworks and exhibitions.
- Collaborated with senior designers and curators to ensure visual materials aligned with the museum's artistic vision.
- Contributed to the design of print materials, such as brochures, event invitations, and program booklets, to support museum events and outreach initiatives.
- Supported the digital design team in creating engaging visuals for the museum's website, social media platforms, and email campaigns.
- Collaborated with various museum departments, including education, curation, and marketing, to ensure cohesive and effective visual communication across different areas of the institution.

Relay Design Co. design intern

June 2019 – August 2019Louisville, KY

- Collaborated with senior designers and creative directors on various client projects, providing design support and contributing to the creative process.
- Participated in brainstorming sessions and design critiques to refine concepts and ensure alignment with client objectives.
- Assisted in client communications, participating in meetings and presentations to understand client needs and presenting design concepts.
- Supported the development and refinement of brand identities for clients, including logo design, color palettes, and typography.

EDUCATION

Certificate in UX Design

2022 DesignLab

Bachelor of Fine Arts, Graphic Design, Summa Cum Laude

2020 University of Louisville

SKILLS & AWARDS

Skills

- UI Design
- UX/UI Design
- Human-centered design
- Web accessibility
- User Research
- Prototyping
- Wireframing
- Design thinking
- Iterative design
- Graphic design
- Digital design
- Branding
- Typography

Tools

- Figma
- Webflow.io
- Builder.io
- Adobe CC: Indesign, Photoshop, Illustrator
- Jira

Strengths

- Social Impact Design
- Academic Research
- Inclusive Design Practices
- Empathy
- Detail-oriented
- Cultural Intelligence

Awards

- Creative Quarterly No. 58, 2020: When Words Unravel, student
- 2020 Red Beret Award
- 2020 AIGA Louisville The Show: Hawthorne Elementary Brand (Team Project)
- Student Award AIGA Blue Ridge Flux: CANNA Brand Identity, Black Writers Poster Series, Paths of Rhyme, When Words Unravel
- 2019 AIGA Louisville The Show: When Words Unravel
- 2019 Student Award ADDY: The Devil Wears Condoms, Local Silver

Hobbies

- Baking
- Graphic Novels
- French language learner