



Experience

Zebra Creative + Marketing, Utah — Digital Designer

Contract — June 2023 - Present

- Led e-commerce website redesign for clients in the beauty industry, collaborating with brand managers to align design to brand standards.
- Led client meetings, presenting designs to stakeholders.

Tamarak Capital, Springville, Utah — Digital Design Director

April 2021 - June 2023

- Led design, development, and enhancement for graphic and web projects, primarily focused on marketing websites, while engaging with and coordinating cross-functional teams to ensure brand compliance and design standards.
- Developed design systems for web and UI projects.
- Developed team processes and workflows as the team grew.
- Fostered a collaborative team atmosphere which increased team culture satisfaction by 5/6 people through implementation of personal development.
- Go-to resource for projects, design guidance with a focus on brand standards, and critique for design projects.
- Coordinated, researched, and implemented UX/UI design for the mobile application for Senya.app, collaborating with external UX team.

ARC of Walker County, Georgia — Design & Development

Freelance — May 2022 - October 2022

- Directed and implemented digital infrastructure for payment capture and data collection.

Tamarak Capital, Springville, Utah — Web Designer & Graphic Designer

April 2019 - April 2021

- Designed and developed websites to meet the specific needs and marketing goals of SaaS, Financial, and niche industries.
- Actively communicated with new clients to build digital products that adheres to niche industry standards.
- Managed website functionality and ensured uptime 99% of the time.
- Implemented a cost-effective website ecosystem after projecting future costs which reduced recurring operational costs by approximately 60% in 2019 and by 40% in 2021.
- Managed all design stages from concepting and visual design through product launch with internal and external designers.

Boostability, Lehi, Utah — Web Design Quality Assurance

February 2018 - April 2019

- Identified and resolved design quality issues in outgoing websites, collaborating with the design quality team to implement solutions.
- Implemented a website style guide and modular team sections for a CMS platform.
- Improved overall design quality through design training, mentorship, and one-on-one design critiques.

Boostability, Lehi, Utah — Web Fulfillment Team Mentor

June 2017 - February 2018

- Developed and managed a team of over 20 web designers through mentorship and training.
- Increased team efficiency through streamlining processes identified through partner collaboration. Reduced turn-around times for website builds by approximately 30%.
- Led new-hire training on team processes and design standards.
- Promoted to this position in 5 months.

Boostability, Lehi, Utah — Web Designer

January 2017 - June 2017

- Designed websites focusing on design concepts, wire-framing, user-experience, typography, and SEO.
- Quality of work was held as the standard for the team and used to train new designers during on-boarding.

Cellular Plus, A Verizon Premium Retailer,

Billings, Montana — Graphic Design

February 2015 - April 2016

- Organized marketing assets to improve efficiency by 25%.
- Designed collateral in alignment with Verizon's style guide exhibiting robust knowledge of typography, color theory, layout, and composition.

Brief

An accomplished creative designer offering an excellent record of delivering high-impact websites and graphic design, and solving complex problems. Experience in a high-volume agency environment working with clients across multiple industries. Thrives in a fast-paced, deadline-driven workspace, and has demonstrated a strategic ability to learn and adhere to various brand standards across multiple projects at one time. A passionate creator and story-teller with a track record of being an excellent team player both learning from and contributing to the team.

Skills

Design Skills

Art Direction, Branding, User Interface Design, User Experience Design, Web Development, Web Design, Brand Management, Typography, Color Theory, Layout Design, Composition, Design Systems, Graphic Design, Information Architecture, Hierarchy

Technical Skills

Adobe Creative Suite, Acrobat, Adobe XD, Figma, Coding (HTML, CSS), WordPress, Webflow, Google Suite, Microsoft Suite, Jotforms, Zapier, Hubspot, Mailchimp

Personal Skills

Organization, Time Management, Acute Attention to Detail, Team Management, Asset Management, Professional Presenter, Client Satisfaction, Project Management

Education

University of Georgia 2015

Bachelors of Fine Arts in Graphic Design
Magna Cum Laude

