



804.248.9713  
emdashux.com  
emdashux@gmail.com

**SAVANNAH COLLEGE  
OF ART AND DESIGN**

MA, Design Management, 2012  
BFA, Graphic Design, 2008

**Design Direction**

Creative Direction  
Product Discovery  
Competitive Analysis  
Stakeholder Buy-in

**User Experience**

Design Management  
User Testing (Moderated)  
UX Animation  
User Flows  
Accessibility

**Visual Design**

Design Systems  
Ideation  
Branding Opportunities  
Presentation

**UX DESIGN LEAD / Mariana Tek / Aug '17**

Led product discovery and design for client-branded iOS boutique fitness management app, that created new branding and experience based opportunities for clients, while implementing a design system to allow for scalability and brand flexibility.

Directed implementation of Moderated User Testing and Product Discovery, establishing testing guidelines, goals, and test sheets. Also worked with Product to establish direction for quantitative data and testing procedures.

**SR. UX DESIGNER / WeddingWire / Jun '16–Aug '17**

Worked with product to design, implement, and improve user experience used across Community and Inspiration sections.

Helped improve design team's process by implementing new design and prototyping softwares. Created a universal asset library to improve efficiency with existing design system.

**LEAD VISUAL DESIGNER / LivingSocial / Dec '15–May '16**

Hands-on design-lead that drove visual, interaction, and branding design for native app Restaurants Plus.

Created asset library and new spec templates to maintain brand standards.

**ASSOCIATE CREATIVE DIRECTOR / GMMB + Wunderman / Jan '15–Oct '15**

Creative lead for the American Beverage Association's Mixify campaign, a collaborative campaign from Pepsi, Coke, and Dr Pepper, that advocates a healthy, balanced lifestyle for teens.

Improved UX standards by introducing user-testing and prototyping to the pre-visual design phase. Created a higher focus on user data and patterns over pure aesthetics.

**Recognitions**

DCFemtech Award Winner, 2018, Design  
LWT Leadership Summit Attendee  
LGBTQ in Tech White House Summit Attendee

**Panels/Workshops**

Washington Post  
AIGA  
General Assembly