

## EXPERIENCE

- FEB-JUN 2017 **PowerForward by Coach K** Product Designer  
New York Partnered with CEO to redesign the product and marketing site  
Developed pixel-perfect mockups with detailed annotations  
Applied practical UX methods to the upgrade of our web-based app  
Owned all graphic design, including a refresh of our branding  
Interfaced with remote developer on daily basis
- 2016 **Ruvna** UX Designer  
New York Executed all design elements, including high-fidelity prototype  
Synthesized and updated findings to create IA for multiple user types  
Created personas via affinity mapping, which drove feature prioritization  
Conducted interviews throughout New York/New Jersey
- 2013 - 15 **Yosi Samra** Graphic Designer  
New York Created all web, digital and print graphics  
Developed bridal packaging & men's packaging with fashion designers  
Created customized business pitches with visual merchandiser  
Designed logos for men's and women's footwear lines
- 2011 - 13 **Donald J Pliner** Web Designer  
New York Designed all graphics for website, e-mail campaigns, and social media  
Developed direct-to-consumer print mailers for sales team
- 2010 - 11 **JustFab** Graphic Designer  
Los Angeles Created animated banner ads for various campaigns  
Designed iterations of layouts & graphics for A/B testing
- 2010 **Apartment One** Intern, Studio Assistant  
New York Supported the studio principal by iterating logo variations  
Created high-fidelity AI floor plans from CAD documents

## EDUCATION

- 2016 **General Assembly**  
New York UX Design Immersive
- 2007 - 09 **School of Visual Arts**  
New York Continuing Education
- 2001 - 06 **Loyola University Maryland**  
Baltimore B.A. in Communication

## SKILLS

Wireframing, prototyping, sketching, layout, copy, drawing, typography, research, usability testing

## SOFTWARE

Sketch, InDesign, Photoshop, Illustrator, InVision, Premiere Pro, HTML/CSS, Slack, Leadpages, HubSpot, Adobe XD, OmniGraffle