

Experience

<p>Gloo LLC Creative & Art Direction</p> <p>Brand & Creative Design Direction</p> <ul style="list-style-type: none"> • Company wide brand, iconography, & illustration guidelines • Website landing page architecture and design mockups • Creative direction briefs: Storyboards, illustrations, and infographics • Custom Hubspot front-end UI/UX & development • Print design such as wall art, one-sheets, brochures, and event experiences 	<p>July 2016 - Present Boulder, CO</p>
<p>re:3D Inc.® Co-Founder & Creative Director</p> <p>Bootstrapped 3D printing hardware manufacturing start-up with 15 employees</p> <p>Creative Director</p> <ul style="list-style-type: none"> • Designed company-wide branding identity assets, including: re:3D vector logo, Gigabot® product font, style guides, t-shirts, sales collateral, exhibition materials, business cards, investment slide decks, & office print material • Authored copywriting for 3 major product releases • Directed Made in America campaign by visiting, photographing, and directing 2 video segments on LA customers <p>Open Gigabot Kickstarter, Product & Project Lead</p> <ul style="list-style-type: none"> • Streamlined project timeline for a \$52,000 hardware Kickstarter campaign, funding an open source 3D printer attracting 57 project backers • Supervised a team of 10 engineers, software developers, assembly technicians, and machinists to bring an R&D project to market <p>Digital Design, Website, Shopify, & User Experience</p> <ul style="list-style-type: none"> • Produced https://re3d.org with 10 pages, administered Shopify customizations, and centralized web maintenance to cut costs in overhead technical support • UI/UX Design on <i>Open Gigabot App</i> • Developed customer acquisition and care program unboxing experience • Led design development on instruction manuals 	<p>Jan. 2013 - July 2016 Austin, TX Houston, TX</p>
<p>open.NASA Designer in Residence</p> <ul style="list-style-type: none"> • Communications design for various open NASA initiatives: website graphics, event branding, and infographics • UI Design for View from Above and Peace Corps Hackathon landing pages • Published 4 blog posts 	<p>June - Sept. 2012 Houston, TX</p>
<p>Start-Up Labs Design Mentor</p> <ul style="list-style-type: none"> • Produced design assets for 8+ Syracuse and Cornell student companies 	<p>Jan. - March 2014 Syracuse, NY</p>
<p>Heroes Will Rise Design Apprentice for Cas Holman</p> <ul style="list-style-type: none"> • Produced 2 scale-models for the New York City High-Line Workyard Kit 	<p>May - June 2011 Syracuse, NY</p>

Education

Syracuse University May 2014
Bachelor of Industrial & Interaction Design (B.I.D.)
Information Management and Technology (Minor)

Honors

- Magna Cum Laude; Dean's List
- Most Promising Industrial Design Graduate
- 1st - Interaction Design, 2nd - Industrial Design, Ecowell Competition

Activities

- Associate Entrepreneur in Residence, Syracuse Student Sandbox
- Digital Fabrication & Shop Technician, SU Design Works

Awards

Austin Chamber of Commerce A-List Award Recipient 2016
Core77 Open Design Professional Winner 2015
Austin Startup Awards Nominee, Female Founder of the Year 2015

Speaking

SXSW Panelist, "Hardware on Kickstarter", Hardware House, Austin, TX 2016
DO Lectures USA, "Impossible is Possible", Hopland, CA 2015
World's Maker Faire, "Size Matters", New York, NY 2015
IDSA International Conference, "Exchange Communities", Austin, TX 2014

Artistry

Sketching, Improv Comedy, DSLR Photography, Nutrition & Fitness,
Copywriting, Hand-lettering, Wire-framing, Rendering, Mentoring, Public
Speaking, Community Management, Social Media