

RELATED EXPERIENCE

Lead Interaction Designer

ChaiOne Jul 2012 – Aug 2016

Designed user-centered products that combined business objectives, design principles, and continuous user research into compelling and beautiful experiences.

- Designed and contributed to the delivery of ChaiOne's first multi-million dollar project. The success increased the engagement to include months of consulting and training for client's internal team after launch.
- Translated user research into branded sales toolkit for deployment to national distributors and sales managers resulting in a user adoption so high that it led to two additional versions, many similar products across business lines, and translation into 5 languages for 6 countries.
- Worked with an agile product team to design and develop a ChaiOne internal product into a stand-alone startup with their own customerbase.
- Collaborated with designers, researchers, software engineers, and testers to develop quality applications with the best possible user experiences.
- Collected and synthesized research to inform and validate design decisions, resulting in higher acceptance from stakeholders.
- Mentored and trained junior designers. Implemented initiatives to decrease onboarding time, increase collaboration between team members, and develop design thinking and problem solving skills.
- Started and scheduled bi-monthly "UX Symposium" for design team to practice speaking skills while sharing concepts and ideas with each other.

Clients: Invesco, ExxonMobil, Houston Dynamo, Bracewell & Giuliani, Baker Hughes, Sysco Foods, Cimation, Iracore, Newpark Drilling, Archer, DeliRadio

Products: Game Plan, EchoFolder

Designer

StealthyFox Jun 2010 – Present

Designing native mobile and web apps, brand identities, print collateral, and websites. Managing and collaborating with a team of developers through implementation and testing.

Clients: ChaiOne (Sept 2016 - Present), 6planes (Dec 2016 - Present), Matt Morey, TallyThings, The Locker, Kontour, Casa Margarita, Pangaea Planet

Web Designer/Developer

Orange Mod Works Jan 2012 – Dec 2012

Successfully moved this Nerf modification product company from eBay to its own dedicated web server and e-commerce system. Designed and developed the network of websites, online stores, and social media pages.

Graphic Designer

SOTA Innovations Aug 2011 – Jun 2012

Designed product packaging, marketing advertisements, and promotional videos. Worked with mechanical and electrical engineers on product concept design, rendering, and testing.

Web Designer/Developer

NxDesign Dec 2004 – Jun 2008

Built a wide range of commercial websites for small businesses.

SELECTED SKILLS

Interaction Design

Incorporating user research to build app maps, user flows, wireframes, prototypes, animations, and Ix specs.

Visual Design

Using principles of graphic design such as branding, color theory, visual hierarchy, and typography to create highly detailed visual comps and animations.

Implementation

Working with engineers and testers to translate design vision into reality using detailed specs documentation, style guides, assets, and conducting design audits.

Research Activities

Conducting user interviews, contextual inquiries, usability testing, and development of personas, user scenarios, task flows, experience maps, and data visualizations.

Tools of the Trade

Adobe Illustrator, Sketch, Photoshop, After Effects, InDesign, Pixate, InVision, HTML/CSS, Wordpress

EDUCATION

University of Houston

Bachelor of Fine Arts
Graphic Design, 2012

AWARDS & AFFILIATIONS

Crystal Award

American Marketing Association
Invesco iPad App, 2013

AIGA Houston

Professional Association for Design
Board Member, since 2016
Member, since 2008

GCSA

Graphic Communication Student
Association
Secretary, 2010-2012