

SKILLS

Research
User interviews
Surveys
Contextual inquiry
Affinity mapping
Personas
Journey maps
Mental models
Competitive analysis
Domain research

Concepting
Wireframing
Prototyping
Information architecture
Content strategy
Copywriting
Functional specifications

Validation
Concept testing
Usability testing
Annotations

Business
Strategy
Client management
Branding
Presentation

TOOLS

Sketch
InVisionApp
Axure
Balsamiq
Proto.io
Illustrator
InDesign
POP App

EDUCATION

Hack Reactor
Intro to JavaScript | 2016
InviteChange
Professional Coach | 2006

Evergreen State College
BA Psychology | 2004

EXPERIENCE

UX Design

DESIGNATION | Chicago

UX Designer, 5/16-9/16

Conducted user centered design research, analysis, prototyping, wireframing, and user testing following the Google Ventures design sprint approach. Designed and delivered client presentations. Primary projects:

ExoWear
Medical wearable sensor startup

Designed web app for physical therapists to assign home exercises to patients and complementary iOS app for patients to track progress at home using ExoWear sensors.

Livy
AI-powered event recommendation startup

Designed iOS app to provide personalized event recommendations. Responsible for onboarding flow that balanced user mental models with needs of the backend technology based on unsupervised machine learning.

Entrepreneurship

RAFT Botanicals | Portland

Co Founder, 2013-16

Launched line of award-winning syrups for cocktails and sodas. Negotiated shelf space at 80+ retail outlets. Developed branding, website wireframes, packaging, marketing videos, newsletters, social media content, and collateral. Managed event and kitchen staff. Sold in 2016.

Awards

Startup PDX Challenge, 2015

Out of 150 applicants we were one of six awarded a \$15,000 grant, office space, and other resources in recognition of a strong business plan and founding team strengths.

Good Food Awards, 2015

Won awards for two of our three flavors, Hibiscus Lavender and Lemon Ginger, as a result of a blind taste test and vetting of sustainable sourcing and production.

Financial Services

Ameriprise | Seattle

Client Service Coordinator, 2011-12

Coordinated five financial advisor practices with a focus on client service. Passed FINRA Series 7 and 66 tests in my spare time to advance my knowledge and skill.

M Benefit Solutions | Portland

Associate, 2012-2014

Provided analysis and data-based reporting to solve issues related to 30 institutional clients' executive benefit plan investments.

Coaching and Training

InsideTrack | Portland

InsideTrack Coach, 2007-08

Delivered coaching and sales services to a roster of up to 700 adult and graduate students on contract with colleges and universities. Worked over the phone in metrics-driven, performance-based environment. Improved client outcomes.

Professional Development Specialist, 2009

Facilitated week-long new coach training intensives and designed trainings for current employees. Consulted with managers on employee performance evaluations, designed multi-user project management system using Salesforce, and wrote revised employee manual.

Senior InsideTrack Coach, 2010

Managed account operations for a new client. Tracked progress toward professional development goals of three seasoned employees. Designed consultative sales trainings for new hires.

Japan Exchange and Teaching (JET) Program | Okayama

Assistant English Teacher, 2006-07

Designed lesson plans and evaluations for middle school students. Facilitated adult conversation group.