

## WORK EXPERIENCE

### Product Design Manager, Total Wine & More

Product Design Manager: April 2019–Present  
Lead UI/UX Designer: Mar 2018–April 2019  
UI/UX Designer: Aug 2017–Mar 2018

As one of the founding members of the UX team, I lead our team for UI/UX initiatives, testing methods, & internal process.

Established internal processes for improved team efficiency including: Our first ever design system, structured approaches for testing & validating our designs, establish cadence and structure for internal and external meetings.

Leading product strategy and managing initiatives for our Landing page and Product/Search Agile teams. Established and leading our first content focused UX team. (Previously lead Account & Loyalty and Cart & Checkout)

Growing the UX team through recruiting, class engagements with students, and establishing our first UI/UX internship program.

### UX Designer, DMI (Digital Management, Inc.)

Aug 2015–Aug 2017

Coming into a small UX team, I helped to establish process, create standards for deliverables, enforce ADA compliant design standards, and built templates to increase team efficiency. I lead experiences for responsive web, native Android & iOS applications, web apps, and experiential retail.

Clients: 4-H, 1-800-PetMeds, Carbon Black, HMS Host, Hyundai Financial Services, SGS, Sterling Vineyards, St. Lukes Hospital, Under Armour.

### User Experience Designer, Effective UI

User Experience Designer: Sept 2014–Aug 2015  
UX Production Designer: May 2014–Sept 2014

I primarily worked on the UI/UX for "Plenti" which was a cross-retailer loyalty program that we launched for American Express. Other clients included Honeywell and Herff Jones. Designed experiences for responsive web, native apps, and web apps.

## EDUCATION

### Rochester Institute of Technology

BFA: New Media Design GPA: 3.82/4.00

The New Media Design program focuses on User Interface Design and User Experience Design (UI/UX), in addition to Programming, 3D Modeling, and Animation.

Design internships from 2012–2014 included: The Barbarian Group, Partners & Napier, and Student Auxiliary Services at RIT.

## MANAGERIAL SKILLS

Employee development  
Fostering cross functional collaboration  
Planning & resourcing  
Team process & efficiency  
Team growth & recruiting

## TECHNICAL SKILLS

ADA Compliance & Accessibility  
Card Sorting  
Competitive Analysis & Benchmarking  
Design Thinking  
HTML & CSS  
Illustration  
Information Architecture  
Interaction Models  
Prototyping  
Product Strategy  
Sketching  
Style Guides & Design Systems  
User Experience Design  
User Stories  
User Research  
Usability Testing  
Visual Design/UI Design  
Wireframing  
Workflows & Flowcharts

## SOFTWARE

After Effects  
Figma  
Illustrator  
InVision  
Photoshop  
Principle  
Proto.io  
Sketch