



Design Experience

CarMax, Richmond, VA

Senior Product Designer | 2019-Present

Product team: Search page

- Research & design - Working with my core team to conduct interviews, make page enhancements, form & prioritize team OKRs, and present findings & recommendations back to stakeholders.
- Iteration - Moving a product past it's MVP stage by auditing current designs for usability and generating progressive experiments
- Creation - Discovering what should be built and breaking it into small steps.
- Collaboration - Building a strong product team while enhancing the overall design group through leadership and side of desk projects.

Snagajob, Glen Allen, VA

Senior Product Designer | 2017-2019 • Product Designer | 2014-2017

Product teams: Ecomm, Scheduling, Employer, Worker, SnagWork

- Research - conducting discovery & usability tests.
- Design - Translating discovery and testing findings into prototypes and fully executed interface designs. Visualizing user flows through wireframes and journey maps.
- Maintenance - Creating guidelines and establishing a holistic living style guide that reflects brand standards & promotes best practices.
- Collaboration - Working with researchers, product managers and front end developers as part of multiple core teams.

Salem Web Network, Richmond, VA

Web Designer | 2011-2014

Served as lead web designer for Salem Church Product Division's 12 Brands. Responsible for designing & updating websites, creating & coding emails, as well as producing print & web marketing.

Astute Technology, Reston, VA

Graphic Designer | 2010-2011

Designing & coding websites, and creating marketing materials for clients like: American Society of Microbiology, the US Department of Health and Human Services, Geoffrey Beene Gives Back, and the American Heart Association.

Skills

- UX Design - Wireframing / Personas / Interaction design / User flows / Journey maps / Prototyping / Sprints
- Visual Design - UI / Illustrations / Icons / Typography / Grid systems / Pattern libraries & design systems
- Research - Usability & Discovery
- Coding - HTML & CSS

Tools

Sketch App / InVision / Balsamiq / Adobe CC / Microsoft Office / Google Apps / Usertesting / Ethnio / Visual Studio / Miro / Optimal Workshop

Methodologies

Scrum / Agile / Lean UX

Education

BFA Graphic Design, Honors Cum Laude
James Madison University May 2010

Training

How to Create Products Customers Love
Workshop Silicon Valley Product Group

Org Design for Design Orgs
Workshop Peter Merholz

Passionate Product Ownership
Workshop Jeff Patton

Product Discovery Coaching
12 Weeks Teresa Torres

Web Animation Workshop
With Val Head & Sarah Drasner



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