

Experience

AUGUST 2018 - PRESENT

Zendrive - Brand Designer of Product - San Francisco, CA

Took lead as designer and creative director of both the Zendrive and Fairmatic website redesigns. Managed and grew both brands and the product focused design system. Acted as a consultant with our biggest SaaS B2B partner to plan new features, facilitate UX testing, and provide regular design feedback. Took lead on implementing new processes, design documentation, and a design road map for the team. Was a dedicated participant of the Diversity & Inclusion and Leaders in Team Building committees. Reported directly to the VP of Product and mentored the Jr. Designer.

NOVEMBER 2013 - AUGUST 2018

Iroh Co. - Freelance Brand Designer - Omaha, NE

Owned and operated Iroh Co. as an independent designer. My primary focus lied in branding, marketing materials, custom illustration, and interface design. I collaborated closely with clients to create the best design solutions for their business needs.

NOVEMBER 2016 - FEBRUARY 2018

From Now On - Product Designer - Omaha, NE

Enhanced fan engagement for college and high school athletic programs, bowl game tournaments, and competitive championships through the FanX white label app. Worked in tandem with the Senior Product Designer and engineering team to plan and test all aspects of user experience on the app and web portal. Designed and maintained product assets, facilitated whiteboarding sessions, and wrote specs for dev hand-off. Collaborated with the marketing team to build and maintain FNO brand standards.

OCTOBER 2014 - NOVEMBER 2016

Hayneedle - Interactive Designer - Omaha NE

Responsible for brand management, print marketing & email, campaign planning, and internal requests. Worked with photographers at the in-house photo studio to curate images that showcased our products. Did extensive research and cross functional planning for each seasonal campaign. Worked closely with the copy, marketing and UX/UI team. Provided mentorship for the design intern and production designer.

SUMMER 2014 - OMAHA, NE

Mutual of Omaha - Visual Design Intern - Omaha, NE

Worked on branding for the Wild Kingdom vlog and accompanying graphics throughout each video. Assisted with the planning stages for the branding of Zoofari 2015 with the Henry Doorly Zoo, the top zoo in the U.S. Designed the social media aspect of the company rebrand while coordinating with the UX/UI team for brand cohesion between web and print.

JUNE - OCTOBER 2013

83 Design Collective - Web Design Intern - Omaha, NE

Hands-on design in all aspects of print and web. Responsibilities included client meetings, generating new leads, and maintaining client relationships.

Skills

Illustration

Brand Management

Marketing Collateral

Web Design

Interaction Design

Mobile App Design

Wireframing

Prototyping

Documentation

Mentorship

Design Consulting

Project Management

Education

Creative Center College of Art and Design

Bachelor of Fine Arts in Graphic Design

Associate of Occupational Studies in Graphic Design

Honors

Iroh Co. - Bronze AIGA Show Award

Mutual of Omaha - Bronze AIGA Show Award

Creative Center - 4 AIGA Show Awards, 2 Addy's