

EXPERIENCE

Southwest Airlines

UX Designer | January 2023 - Present

Collaborates with product owners, developers, and marketing teams to create wireframes, prototypes, and high-fidelity designs that meet business goals and user needs. Works on desktop and mobile applications for co-brand, vacations, and business clients that allow clients to successfully purchase flights and vacation packages and book flights for their employees. Conducts A/B testing on key features, analyzing results to inform design decisions and improve user experience.

GEICO

Interactive Designer II | November 2021 - December 2022

Used brand standards to build and design products for GEICO marketing campaigns and strategies. Designed for email, print, and digital ads and builds landing pages in Figma using GEICO design systems. Created outdoor advertising and other materials as needed to ensure the consistent visual and language of the GEICO brand.

Healthy Directions | 2016 - 2021

Web Designer | March 2019 - October 2021

Coordinated with sales and marketing team members, using brand guidelines, Coordinated with sales and marketing team members, using brand guidelines, to incorporate color, tone, typography, and on-brand lifestyle imagery, to create graphics for emails, landing pages, and site pages. Created visually rich imagery to convey a brand story and value propositions for Amazon product detail pages. Onboarded and assisted junior production staff with creating and implementing site graphics, emails, and landing pages.

Online Production Designer | September 2016 - March 2019

Redesigned and developed a branded email template for customers interested in beauty and wellness-related content, which resulted in 28% more orders and almost doubled revenue generated from the beauty email in the first three months.

Trilogy Education - George Washington UX/UI Boot Camp

UX/UI Teaching Assistant | April 2020 - October 2020

Provided instructional and academic support for 15+ students by grading homework assignments. Offered constructive feedback to student work highlighting areas of improvement to their UX/UI design execution. Stayed up-to-date on emerging UX design trends and resources to provide students with additional support during office hours.

EDUCATION

University of Maryland, College Park

Bachelor of Arts (B.A.) Studio Art
Concentration: Graphic Design
May 2016

Design Lab UI Design Course May 2021 - July 2021

Executed high-fidelity mockups for a multi-page responsive website, including task flows, design systems, wireframes, high-fidelity, and a clickable prototype.

SKILLS

Adobe Creative Cloud

Illustrator, Dreamweaver, Photoshop, InDesign, Premiere Pro, After Effects, Adobe XD, Lightroom and Acrobat

Working knowledge

HTML, CSS

Rapid Prototyping

Figma

Design

UX/UI, Illustration, Visual Design, Silk Screen Printing, Iconography
Digital & Film Photography, Social Media Marketing, Email Marketing