

ABOUT

I'm a multi-disciplinary designer who's passionate about creating products that are both functional and beautiful. From front-end design systems to brand identities, I'm excited about building products that make people's lives better.

EXPERIENCE

Lead Designer

Pearson Education

Oct. 2019–Present

This role is focused heavily around post-acquisition brand management and front-end development.

Key projects

- Lead post-acquisition brand transition and visual redesign of product and websites
- Consolidated tech stacks of several Rails-based company websites into a unified B2C/B2B React-based marketing site
- Developed an information architecture and new layout components for product website featuring an easily digestible content flow which highlights user testimonials and interactive graphic elements
- Created new sitemap according to marketing SEO goals and oversaw its implementation

Lead Designer

Lumerit Education

Aug. 2016–Oct. 2019

This cross-disciplinary role included brand management, product design, and front-end development.

Key projects

- Created visual identity and architecture for company brands
- Oversaw daily operations of website design and maintenance functions
- Built multiple web applications designed to solve complex problems faced by both customers and the business
- Provided creative and brand direction for promotional videos, photo shoots, and student-led marketing projects
- Lead B2B and B2C marketing design projects, including websites, pitch decks, print material, and signage
- Evaluated and recommended consulting staff for hire by the company for both IT and Marketing projects

UI/UX Front-end Designer

CollegePlus

Jun. 2012–Aug. 2016

This role began as a web app design apprenticeship which transitioned into a full-time position in December 2013.

Key projects

- Lead visual redesign and development of a front-end design system for an extensive rebuild of the company's employee-facing management apps and customer-facing applications used by 5,000+ users
- Designed applications to solve complex user problems, such as assessing critical reasoning and test-taking aptitude in order to predict academic challenges and success of newly-enrolled students

SKILLS

Front-end Development

Rails, React, Javascript, HTML, CSS (SCSS), CSS-in-JS (Styled Components), User Interface/Experience Design, Web Standards, Usability & Accessibility

Design

Figma, Adobe Suite, Web Design & Print Layout, Branding & Identity, Photography & Videography