

I create engaging and practical user experiences, leveraging the principles of design thinking and component design. I specialize in the full discovery process and am an advocate for the user, crafting perceptive, user-focused designs based on UX research.

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## UX SKILLS

*Software:* UXpin, Figma, Sketch, Adobe Creative Suite including XD, Mural, Marvel, InVision, Jira, basic HTML and CSS editing; *Skills:* Design thinking, Design sprints, Surveys, Interviews, Heuristic audits, Research reports, Persona development, Experience/Journey Mapping, Taxonomy, Sitemaps and Information Architecture, User testing, Agile methodologies, Presentations and Client Engagement, Familiarity with technical limitations of development tools like Sitecore, Drupal, and WordPress.

## EXPERIENCE

### agencyQ

Washington, DC

#### Team Lead, Human Centered Design

2018 – present

#### Previously: UX Designer (2018), Senior UX Designer (2020)

- Facilitate client discovery, user research, design and prototyping, and handover to the development team
- Define, structure, and conduct in-person ethnographic research, and in-person and remote usability evaluations according to targeted metrics as defined in discovery
- Conducts and analyzes research to explore and evaluate desired experiences
- Presents findings with a strategic voice, make prioritized design recommendations, and illustrate the user experience and/or journey via high-fidelity prototypes, wireframe production, process flows, journey mapping, personals, and information architecture
- Develops cohesive design systems, including component-based and template-based design systems (with an understanding of when to use each).
- Prepare production files, asset acquisition and formatting, documentation, and specs for UI designers and developers across disciplines
- Create, manage, and develop a cross-functional design team
- Select Clients: NIH, NLM, NCBI, UFP Industries, NACDL, Ulmer & Berne LLP

### Eagle Technologies

Washington, DC

#### UX Designer

2018 – 2018

Contract project for the redevelopment of the Head Start Enterprise System (HSES), a Health and Human Services system for the Office of Head Start.

- User research and interviews
- Agile methodologies
- Prototyping (LucidChart)

### International Baccalaureate

Bethesda, MD

A leading non-profit international education organization

2013 – 2017

#### Editorial Production Manager, Multilingual Publishing Group, 2016 – 2017

#### Associate Editorial Production Manager, Digital Publishing, 2013 – 2016

Key contributions

- Acted as content strategy expert to build enterprise-wide content management system (CMS); conducted interviews and research for user needs; gathered, reviewed and scoped 100+ requirements; prioritized team epics and user stories; conducted user testing, collated results; member of agile development team.
- Recognized a need for in-house content strategy editorial staff; developed job description and relevant KPIs, and recruited into the team.
- Initiated overhaul of house style to reflect contemporary language, maximize intelligibility of global English for an international audience, and clarify usage guidelines for comprehension and ease of use.
- Managed production and content teams based out of Bethesda, MD and The Hague, the Netherlands; direct report line manager for team of up to 7 creative professionals working in a minimum of 3 languages.

- Negotiated and monitored freelance outsourcing costs with a budget of approximately \$140,000; worked with up to 20 off-shore suppliers.

**Freelance Editor & Writer**

New Orleans, LA/Washington, DC  
2010 – 2013

Various entities

- Freelance editorial, copyediting, and manuscript review services for companies such as Simon & Schuster, Egmont USA, agencies, and private individuals across a range of genres.
- Proofread, copyedited, digital manuscript preparation, copywriting for local, national, and private entities.
- Freelance writing for local publications such as *New Orleans Wedding Magazine*; marketing blogger for MobileCommons.

**Simon & Schuster Children’s Books**

New York, NY

Aladdin Books, fantastic characters, fun stories, funny voices

2008 – 2010

**Associate Editor**

- Maintained a list of 25–35 titles a year (mix of genres); worked closely with production, sales, design, and marketing to create cost-effective publishing strategies.
- Oversaw key series properties including Nancy Drew, Hardy Boys; editor of #1 *New York Times* bestselling picture book *The Christmas Sweater* by Glenn Beck.
- Managed an assistant editor and editorial intern.

**HarperCollins Publishers**

New York, NY

Katherine Tegen Books, high quality commercial literature for children

2004 – 2008

**Assistant Editor, 2006 – 2008**

**Editorial Assistant, 2004 – 2005**

- Reviewed manuscripts for personal acquisition under imprint; fielded queries from agents and authors.
- Wrote copy for catalog, tipsheets, book jackets, websites, and marketing materials.
- Attended conferences and spoke to potential authors, illustrators, and agents.
- Worked directly with editorial director/VP of eponymous imprint on acquisitions materials and editing.
- Managed imprint workflow, ordered advance payments, processed invoices, general secretarial duties.

**MPG**

New York, NY

A multinational media planning and buying firm

2002 – 2004

**Media Planner, 2004 – 2004**

**Assistant Media Planner, 2002 – 2003**

- Worked directly with clients such as Comedy Central, Outback Steakhouse, Air France, Radio City Entertainment, and GEOX on their national and local print, radio, and television advertising campaigns.
- Planned and executed television, radio, and print media campaigns; wrote presentation decks.
- Negotiated contractual rates, placement, and execution of media plans on behalf of clients.
- Various administrative and clerical duties, including filing, accounting, and database management.

**EDUCATION**

**General Assembly**

Washington, DC

User Experience Design Immersive

March 2018

**Georgetown University**

Washington, DC

Bachelor of Science, Linguistics

May 2002

Major: Linguistics, Minor: Government