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I'm a Detroit-based digital designer with 5 years of experience in UX and brand design, my expertise spans ux research, iOS development, and leadership in design, allowing me to deliver innovative, user-friendly solutions for diverse clients. My goal is to shift my experience in design in tech into themed experience design.

## **SKILLS:**

UX Design & Research | iOS Development | Style Guide Development | Brand Consistency | Content Design & Strategy | Project Management | Prototyping | Information Architecture

## **EXPERIENCE:**

**Lead Design Mentor | Design Mentor**, Apple Developer Academy, Michigan State University, 2021 – Present

- Collaborate with program leadership to enhance the academy's effectiveness, shaping the learning standards for 200 developers annually.
- Manage and mentor over 80 design projects, guiding entry-level developers in UX design, Swift development, and tools like Sketch and Adobe Creative Suite.
- Develop high-impact curricula on design thinking, UI/UX principles, and accessibility standards, ensuring content is both user-friendly and inclusive.

**Freelance Designer**, Paramount/Nickelodeon, 2024  
*Nickelodeon Theme Parks Brand Toolkit Refresh*

- Developed comprehensive design systems for Nickelodeon theme parks, creating marketing and in-park materials that align with brand standards.
- Designed versatile compositions, type treatments, and mockups for advertising campaigns, ensuring a consistent brand image across all touchpoints.

**Digital Designer**, Sinclair Creative, 2017 – Present

- Provide UX, graphic, and experience design services across web, print, and mobile platforms, ensuring brand consistency and user engagement.
- Develop high-fidelity prototypes and immersive event experiences, leveraging user data and feedback to optimize design outcomes.

- Manage client relationships, contractor engagements, and event logistics, ensuring seamless project execution from concept to completion.

**UX Design Instructor**, Apple Code to Career Program, 2021

*3 Month Contract with Apple & The Boys & Girls Club of Southeastern Michigan*

- Designed and delivered curricula focused on the app development process, emphasizing human-centered design and accessible content strategies.
- Guided students through the design process, from wireframing to iterative design, ensuring alignment with industry best practices.

**UX/Marketing Associate**, ScaleCo Capital, 2020 – 2021

- Conducted in-depth research and usability testing to optimize client marketing strategies, leading to a significant increase in revenue.
- Developed presentation decks that provided stakeholders with actionable insights, grounded in user research and performance data.

**Brand Supervisor, Beauty**, Victoria's Secret, 2016 - 2019

- Directed the execution of brand standard floor plans, ensuring a consistent and customer-focused shopping experience.
- Partnered with corporate design and merchandising teams to implement and assess brand tests, using KPI data to refine strategies.

**TOOLS:**

Sketch | Figma | Illustrator | Photoshop | InDesign | Google Analytics | Miro | Airtable | Excel

**EDUCATION:**

*Master of Science, User Experience Design, Kent State University*

*Bachelor of Science, Fashion Merchandising, Kent State University*