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 upon request



HALLMARK CARDS, INC.

APRIL 2024–PRESENT

SR. USER EXPERIENCE DESIGNER

- Design new and optimize existing digital experiences for a seamless end-to-end experience on Hallmark.com
- Create user flows and prototypes for user testing, design reviews and presentations for partners/leadership
- Utilize research, consumer feedback and test results to make data-driven decisions and improve conversion
- Follow brand guidelines within the design system, create new components and other visual design elements
- Mentor Associate UX Designer

FREELANCE | CONTRACT

DEC. 2022–APRIL 2024

UX DESIGNER HALLMARK CARDS, INC.

- Designed new and improved existing digital experiences [Hallmark Digital & Hallmark Business Connections (B2B)]
- Created new user flows and prototypes; focused on increasing engagement and ensuring accessibility
- Developed and executed usability test plans
- Reviewed test results, analytics and consumer feedback
- Created, updated and utilized design systems
- Provided production design for Hallmark Cards Now app
- Supported team with additional visual design requests

2012–2023

DESIGNER, WRITER, EDITOR (FREELANCE)

- Developed creative content, improved user experiences, unified brands' online presences
- Graphic design, motion graphics, user experience design/consulting, web design and development, social media content creation, photography, digital imaging, writing and editing (web and business)

IKEA | COMMUNICATIONS & INTERIOR DESIGN

DEC. 2021–AUG. 2022

VISUAL MERCHANDISING DESIGN SPECIALIST

- Created magical in-store experiences for customers by applying knowledge of experience design, graphic design, store layout, consumer buying behavior
- Visualized, designed and implemented home furnishing and retail solutions that created visual impact and reflected the IKEA brand identity
- Developed cost-effective and efficient solutions using IKEA methods, U.S. and global tools
- Collaborated with teams in commercial planning, event and communication leadership meetings
- Mentored visual merchandisers

DISNEY PARKS, EXPERIENCES AND PRODUCTS

JULY 2016–JULY 2019

NEW MEDIA DESIGNER (SPECIALIST)

- Led Disney Internships and Programs Hubsite development, improved user experience, communicated updates, training
- Designed and developed responsive email templates, including weekly email newsletter sent to 7,000+ interns, partners
- Designed event campaigns, supported partners by creating signage, motion graphics, etc.
- Monitored social media metrics (@DisneyHousing accounts) and designed monthly reports
- Filmed and edited event recaps, promos and special segments for internal and/or external use
- Mentored design interns

DEC. 2014–JULY 2016

NEW MEDIA DESIGNER (ASSOCIATE)

- Designed, developed and maintained responsive website for Disney Internships and Programs
- Designed and developed responsive email templates, including weekly email newsletter sent to 7,000+ interns, partners
- Utilized The Grid's style guide to create fliers, motion graphics and other promotional materials
- Presented concepts to various levels of the organization
- Animated designs for broadcasts of in-house channel, Housing the Magic (HTM)
- Supported team in other areas (video production, photography, social media)

JAN.–JULY 2014 & JULY–DEC. 2014

WEB & GRAPHIC DESIGN INTERNSHIPS

- Designed and developed new responsive website for Disney Internships and Programs
- Created UX deliverables (wireframes, user flows, prototypes, site maps, personas, etc.)
- Planned and facilitated usability tests, reported results, improved user experience
- Presented progress and communicated design concepts to various levels of the organization
- Designed promotional campaigns for over 50 events (posters, digital content, event signage, motion graphics for HTM)
- Utilized style guide to create directional signage for Vista Way
- Redesigned weekly email template
- Photographed participants at events (for web/print publication)

2011–2015

BFA | WEB DESIGN & NEW MEDIA | HONORS ACADEMY OF ART UNIVERSITY | PRESIDENT'S LIST

2009–2010

OAKLAND UNIVERSITY | HONOR SOCIETY, DEAN'S LIST

DESIGN SKILLS

USER EXPERIENCE • VISUAL • WEB • EMAIL • HTML • CSS
• PRINT • TYPOGRAPHY • PHOTOGRAPHY • DIGITAL IMAGING
• MOTION GRAPHICS • VIDEO PRODUCTION • AUDIO EDITING
• COMMUNICATION • SOCIAL MEDIA • RETAIL

SOFTWARE

• FIGMA • ADOBE CC • PHOTOSHOP • ILLUSTRATOR • INDESIGN
• AFTER EFFECTS • PREMIERE • ANALYTICS • BBEDIT
• JIRA • OFFICE 365 • CONTENT SQUARE • MEDALLIA