



## 01 ABOUT

I'm a user experience and interaction designer using human-centered design thinking to make information useful and accessible. My goal is to continually identify and solve core user problems in order to make informed design decisions. I am motivated by

a curiosity for evidence-based decision-making and creative problem-solving; a pairing which allows me to create a beautiful, clean final product. I believe in testing, learning and iterative design throughout the entire production process.

## 02 TECHNICAL SKILLS

### Software

Adobe Creative Suite, Sketch, XHTML, HTML4/5, CSS, JavaScript, jQuery, JSON, Lucidchart, InVision, Tableau

### Languages

Fluent in English & Spanish (reading, written & spoken), conversational in American Sign Language

### Other

SalesForce, Marketo, Wordpress, Drupal, Bootstrap, Webtrends, GitHub, APIs, Agile/Scrum, Keynote, On24, WebEx

## 03 EDUCATION

### Academy of Art University, MFA Web Design & New Media (Spring 2016)

MFA Show Winner 2015 (Interactive Website)

MFA Show Winner 2014 (Midpoint Proposal)

### California College of the Arts, BFA Printmaking with High Distinction (2007-2009)

### Rhode Island School of Design, Furniture Design (2004-2005)

## 04 PROFESSIONAL EXPERIENCE

### 2017 - Present **Bio-Rad Laboratories, Lead UI/UX Designer**

- Iterative work to concept, design, storyboard, build, test and present prototypes to clients and internal stakeholders with creative solutions for enhanced user interactions (IxD)
- Cross-team collaboration translating business requirements into wireframes, user flows, system flows, prototypes and functional specifications for streamlined, intuitive solutions
- Recommend and implement improvements to user interface, site structure and information flows using a user-centered design (UCD) approach
- Train and support 10 regional teams for faster, on-brand product builds
- Conduct usability testing and A/B testing for increased conversion and lead generation

### 2016 - 2017 **Bio-Rad Laboratories, Senior Web Designer/Front-End Developer**

- Co-lead design, development and implementation of global templates; effectively cutting production time in half (multimedia asset libraries, responsive emails, websites, user flows, system flows and internal style guide)
- Improved analytics for marketing pages (heat mapping, video tracking and data mapping)
- UI/UX, design, development and implementation of multilingual sampling campaigns
- Developed and refined processes to improve workflow, training and support for global teams



## 04 PROFESSIONAL EXPERIENCE

2014 - 2015

### **Target CW on contract at Bio-Rad Laboratories, Web Designer/Developer**

- Streamlined complex compliance campaigns (gathered requirements from global stakeholders for revised UI/UX, task flows, design, development, testing and launch)
- System mapping and programming logic for global single and double opt-in law requirements
- Creation, coordination, trafficking, troubleshooting and tracking multimedia marketing campaigns in accordance with company media plan to a database of a quarter million leads

2013 - 2014

### **Target CW on contract at Bio-Rad Laboratories, Web Designer**

- Design, development and A/B testing using HTML, CSS and JavaScript
- Lead generation, awareness, nurture, drip campaign and multimedia feature builds
- Marketo API support and syncing with Salesforce, MSI, On24 and WebEx
- CMS work in product-based user scoring, segmentation and list management
- Tracking and reporting analytics via Marketo, Webtrends and Tableau
- Maintenance of internal tools using JSON databases

2004 - Present

### **Freelance, UI/UX, Web Design and Development**

- Visual design, UI/UX and development for web, mobile and print
- Translated client requests into interactive web builds and data visualizations for increased engagement
- Responsive site builds using HTML5, CSS3, JavaScript, Bootstrap, Wordpress and Drupal (e-Commerce, databases, location-based services, timelines, search features, etc.)
- Created task flows, use case scenarios, experience maps, site maps, informational architecture, wireframes, content, high and low fidelity prototypes
- Web hosting, website maintenance and editing