

## Skills

### UX/UI Design

Wireframes  
Prototyping  
User Flows  
User Research  
Market Research  
Responsive Design  
Iterative Design

### Visual Design

Graphic Design  
Iconography  
Illustration  
Layout  
Typography  
Branding  
Color Theory

## Tools

Figma  
Sketch  
Photoshop  
Illustrator  
HTML/CSS

## Education

Sonoma State  
University (2019)  
  
Bachelor of Science  
Business Admin,  
Marketing - Cum  
Laude

## Experience

### Catalist ATS Start Up ◇ Product & Brand Designer

Remote | 2024 - Current

Conducted user research to identify usability issues and experience gaps, then worked with cross-functional partners to implement thoughtful, user-first design solutions.

Led the end-to-end development of a self-service resource center, optimizing the user journey and reducing support tickets by proactively addressing friction points.

Delivered a full suite of brand identity assets, including logo, color system, typography, pitch decks, iconography, and infographics, ensuring a cohesive and memorable brand presence across all touchpoints.

Provided ongoing digital design support, ranging from web design to marketing graphics, to meet the needs of internal teams and stakeholders.

### Online Art Shop & Freelance ◇ Business Owner

Self-Employed | 2019 - Current

Owned and managed a Shopify e-commerce website selling my illustrations as stickers and apparel.

Led end-to-end creative projects, from concept development to final delivery, ensuring alignment with client goals and audience needs.

Collaborated with clients across diverse industries to develop custom visual solutions, including branding, illustration, and digital assets.

Managed timelines, scope, and client communication independently, showcasing strong organizational and problem-solving skills.

Generated a 500% increase in e-commerce sales from our first to second year in business.

### United Energy Services ◇ User and Team Experience Director

Remote | 2022 - 2023

Owned end-to-end UX research and design process for team and customer onboarding experiences.

Collaborated closely with sales team to build internal practices and processes that support the operation and growth of our team.

Delivered all digital and physical products for social media platforms or for use in the field by our team.

Created a responsive, high search ranking website using WordPress and extensive knowledge of HTML/CSS.