

## 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

Bachelors of Science  
Business Admin,  
Marketing - Cum  
Laude

### Coursera

Google UX Design by  
Google - ID:  
4DWQTQAZOZ8Q

## Experience

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

Remote | 2024 - Current

Designed full-scale ATS platform that increased application submission rates by 198% compared to the office's previous year.

Improved interview show rates by 183% by optimizing user flow, communication touchpoints, and scheduling interfaces.

Engineered systems and processes that reduced staff onboarding time by 88.9%, enhancing team ramp-up and operational efficiency.

Drove design decisions using qualitative research and continuous feedback loops, refining product direction based on real-time user insights.

### Online Art Shop & Freelance ◇ Business Owner

Self-Employed | 2019 - Current

Freelance client work and full ownership of a Shopify eCommerce website selling my illustrations as stickers and apparel.

Led end-to-end creative projects, from concept development to final delivery, ensuring alignment with client 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 eCommerce sales from our first to second year in business.

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

Remote | 2022 - 2023

Owned UX research and design for team onboarding and sales support tools, streamlining operations across multiple departments.

Designed and deployed internal systems to support scalable team growth, directly impacting onboarding and field enablement.

Built responsive web interfaces and internal tools using low-code solutions, balancing speed with UX best practices.

Collaborated with leadership and sales to understand pain points and translate them into actionable design improvements.