

EXPERIENCE

TYPE / CODE

DESIGN LEAD 2022 – 2025

Design and oversee projects from concept to launch, crafting app, website, and brand identities. Partner with editorial and film clients to align design and development, ensuring fidelity, overcoming obstacles, and delivering cohesive, impactful product experiences.

WORK IN PROGRESS

SENIOR DESIGNER 2021 – 2022

As the lead digital designer for Domino's, I improved the core app experience for customers and delivery drivers, enhancing ordering and delivery. Created digital and physical campaign assets, supporting a refreshed brand direction.

MERGE

DESIGN LEAD 2017 – 2021

Led end-to-end design solutions for websites and platforms, specializing in UI, prototyping, and design systems. Improved design workflows across cross-functional teams, conducting research to benchmark and develop mood boards that informed branding and identity work.

AISLE ROCKET STUDIOS

DIGITAL DESIGNER 2015 – 2016

Designed and optimized e-commerce platforms for brands, extending into campaigns, packaging, and digital marketing collateral. Led initiatives to streamline design handoffs, collaborating closely with developers to ideate and implement innovative tech solutions.

PERFECT SEARCH MEDIA

UI/UX DESIGNER 2013 – 2015

Developed sitemaps, wireframes, and UI/UX designs for websites and apps within a lean digital team. Managed projects, client relationships, and collaborated with in-house and remote developers to bring client visions to life.

CONTACT

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SKILLS

Identity, Product Design, Journeys, Benchmarking, Sketching, Wireframing, User Experience, Interface Design, UI Motion, Prototyping, Design Systems, HTML/CSS/Javascript, Copywriting eCommerce, WCAG 2.2

TOOLS

Figma, Sketch, After Effects, Invision, Adobe XD, Photoshop, Illustrator, InDesign, Blender, JIRA, Visual Studio Code, Brackets, Wrike, Microsoft Office, G Suite

EDUCATION

Michigan State University '13

BA in Creative Advertising

INFO