

## Experience

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**Rarely Uncool LLC**  
Apr 2023 — Present

### Freelance Designer & Owner

Building and shaping brand experiences for small businesses and startups. I partner with clients to bring their vision to life, from concept to completion.

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**Mindbody Inc**  
Dec 2016 — Oct 2022

### Lead Designer - 4 Months

- Directed design strategy and execution for digital experiences, ensuring alignment with user needs and marketing goals.
- Led teams of designers, copywriters, and front-end developers, collaborating with product managers and other stakeholders.
- Created high-fidelity prototypes and visual assets, including illustrations and photography, to support marketing campaigns and product launches.
- Ensured all designs adhered to accessibility standards, conducting regular audits and making necessary adjustments.

### Key Accomplishments

- Spearheaded a major homepage redesign, creating a dynamic website framework that supported personalized messaging and improved user engagement.
  - Art directed and led the creation of a unique employee branding initiative aimed at improving Mindbody's appeal to prospective hires, enhancing employee retention, and boosting morale for existing employees.
  - Rebuilt the Mindbody company and careers site, applying the new employee branding to create a cohesive digital presence.
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### Senior Designer - 3 years 5 months

- Managed and executed design projects from concept to completion, ensuring high-quality output and alignment with brand guidelines.
- Designed and maintained a component-based web page template system, dramatically reducing time required to create new pages.
- Conducted user research and usability testing to inform design decisions and continuously improve the user experience

### Key Accomplishments

- Translated Mindbody's "Wellness Experience Technology" branding concept into a comprehensive brand guide, refining and articulating the brand's marketing approach in a new and engaging direction.
- Independently redesigned Mindbody's homepage, focusing on a new approach to storytelling. Conducted workshops and in-person user testing to inform decisions around messaging and design, resulting in a more engaging and user-centric experience.
- Conducted a comprehensive accessibility audit and overhaul, achieving a top 3% accessibility score among all websites in 2021, significantly improving site usability for all users.
- Developed and maintained a component-based web page template system, for a full migration of the site to Drupal 8.

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## Designer - 2 Years 4 months

- Established and maintained a scalable design system, enhancing brand consistency across all digital platforms.
- Created digital designs for marketing campaigns, including landing pages, social media graphics, and other digital assets.
- Led the creation of visual art and photography to enhance marketing content and engage users.

## Key Accomplishments

- Created a nationwide ad campaign that included both digital and out-of-home elements, increasing brand visibility and awareness.
  - Developed a modular design system that served as the building blocks for a comprehensive design language, significantly improving design consistency and efficiency across all projects.
  - Redesigned the education blog and resource hub, creating new page templates that enhanced the user experience, improved navigation, and made educational content more accessible and engaging for users.
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**iFixit**  
Jan 2013 — Feb 2016

## Designer & Front-end Developer - 3 Years 2 months

- Designed user-friendly interfaces for iFixit's online platform, improving how users collaborated within the community and accessed repair guides.
- Created designs for a variety of promotional materials, including landing pages, packaging, email templates, and web banners, promoting awareness of repairability issues and advocating for sustainable consumer electronics.
- Collaborated with back-end developers and other team members to ensure seamless integration of design and functionality, enhancing overall user experience.

## Key Accomplishments

- Independently designed and developed iFixit's first Windows 8 application, expanding the company's reach into new markets and providing a new platform for users to access repair guides.
  - Designed the comments UI and image mark-up editor, facilitating better user interaction and engagement on the platform.
  - Created a system of templates that transformed iFixit's plain text emails into engaging branded HTML5 emails, improving email marketing effectiveness and user engagement.
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## Education

**Bachelor of Science  
Graphic Communication**  
Cal Poly – San Luis Obispo

## Skills

**Creative:** Product Design, Web Design, UX Design, Design Systems, Graphic Design, Content Design, Branding, Typography, Photography, Video Production, Front-end Development

**Problem Solving:** Design Thinking, User Research, Workshopping, Prototyping, Brand Strategy, Decision Making

**Collaboration & Leadership:** Art Direction, Cross-functional Team Collaboration, Mentorship

**Technologies:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects, Premiere), Notion, HTML, CSS, Accessibility Standards.