

I design experiences to empower community and creativity. I create and optimize online and offline channels that connect people to art, information and each other. My work oscillates between production, strategy and UX.

## PROFESSIONAL EXPERIENCE

**DESIGNER/PRODUCER**, Work Friends Studio

2024 - Current

Chicago, IL

- Drove end-to-end project lifecycle for the 2025 Chicago Art Book Fair in collaboration with Chicago Exhibition Weekend, leading production schedules, vendor and exhibitor relations, and visitor experience for 900+ attendees
- Led the end-to-end content strategy and redesign initiative for Time Sensitive (forthcoming), a resource-hub by a Chicago-based artist and social justice collective, enhancing public access to tools and action opportunities to support grassroots organizing
- Conducted user research and usability testing to define content priorities, transforming research insights into actionable strategies improving content clarity, accessibility, and overall user engagement

**DIRECTOR**, Patron Gallery

2021 - 22

Chicago, IL

- Produced content-driven activations and digital storytelling initiatives, including the [Context series](#), to elevate artist narratives and attract new and diverse audiences, increasing foot traffic and sustained, positive engagement
- Owned project timelines and task management for the end-to-end production of 15+ exhibitions and public programs, coordinating designers, engineers, and fabricators across a multi-year calendar, generating over \$1.2M in revenue
- Managed cross-functional teams of up to 10, serving as the main point of contact for artists, clients, and external institutional partners, ensuring strategic alignment and successful project delivery

**MEMBER AND AUDIENCE DEVELOPMENT MANAGER**, South Side Community Art Center

2021

Chicago, IL

- Led an organizational redesign initiative clarifying staff roles and responsibilities, resulting in the strategic expansion of the team with 2 new hires to support programmatic growth
- Designed and implemented a member survey across 150+ members, leveraging user insights to restructure membership tiers and pricing, and align offerings with audience needs
- Conducted qualitative research and synthesized community feedback that led to the adoption of a new customer relationship management (CRM) system, improving stakeholder communication and data-driven decision-making

**ASSOCIATE DIRECTOR**, Rhona Hoffman Gallery

2020

Chicago, IL

- Managed artist and client relations, coordinating communications across stakeholders and teams to ensure alignment, transparency, and quality control throughout all phases of exhibition production
- Owned content and advertising strategies across social, digital and print media, leading to increased visibility and engagement for local exhibitions
- Supported day-to-day business operations including fabrication and material procurement, inventory management, and artwork sales, overseeing \$500K+ in revenue

- Drove participatory design workshops with community stakeholders to shape engagement strategies, planning and managing small and large-scale (500+) public programming initiatives from conception to execution
- Collaborated with cross-functional teams to integrate omnichannel content into exhibitions, fostering interdisciplinary learning aligning with institutional goals
- Oversaw production of print and digital collateral, e.g. object labels and exhibit guides, identifying new opportunities for amplifying brand story and positioning, including introducing music curation as a new interpretive medium

## EDUCATION

UX/UI Designer Certificate May 2025  
Designlab UX Academy

Master of Fine Arts, Literary Arts May 2018  
Brown University, Providence RI

Bachelor of Arts, African-American Studies May 2014  
Washington University in St. Louis, St. Louis, MO

## SKILLS

- Cross-functional collaboration
- Multichannel project management
- Stakeholder management
- Relationship management
- Strategic visioning
- Feedback analysis
- Participatory design
- Content strategy
- Content development
- Copywriting and editing
- Microcopy
- Storytelling
- UX/UI
- Qualitative user research
- Agile and iterative methods
- Facilitation
- Information architecture
- Prototyping

## TOOLS

- Notion
- Figma
- Google
- Google Analytics
- Miro
- Adobe