

EDUCATION

01/2011 – 04/2014

Art Center College of Design, Pasadena, CA
Bachelor of Fine Arts in Graphic Design

01/2007 – 12/2010

Palomar College, San Marcos, CA
Courses in Graphic Design, Art History, Marketing and Business

08/2006 – 5/2007

MiraCosta College, Oceanside, CA
Courses in Fine Art, Illustration and Graphic Design

ACCOMPLISHMENTS

Art Center Student Gallery
2013 Summer — Letterpress Fitted Forms
2013 Summer — Blue Ridge, Moonshine Packaging
2013 Summer — Trader Joe's Coffee Packaging
2012 Spring — London Olympics Poster Series
2011 Spring — The Love Drug Poster

Art Center Portfolio Review Scholarship
2011 Spring

FULL TIME EXPERIENCE

06/2014 – 11/2017

Vixlet, Los Angeles, CA

Sr. Product Designer

Worked for a social media platform that powers iOS, Android and web apps for MLB, ATP, Slipknot, Liverpool Football Club, and LA Kings. Worked as a UX Designer researching, designing, and executing new features such as: Onboarding, Direct Messaging, a Badge Reward System, Empty States, Reply to Comment, and a Treasure Hunt experience for The O2 Arena.

- Produced wireframes, mockups, and design assets
- Created new features from research to finalization
- Collaborated with Product Managers, Engagement Team, QA, and Engineers to ensure a unified product experience
- Won over the stakeholders by creating detailed workflows and wireframes to effectively communicate interaction and design concepts
- User tested new features and documented research
- Worked in an Agile environment, using Confluence & JIRA.

9/2012 – 12/2012

Gallery Collections, La Costa, CA

Art Director and Personal Assistant

Developed Collateral and Promotional Material for clients such as Yosemite National Park Museum, Elton John, Yogi Berra, Jelly Belly, Niagara Falls Museum, and The U.S. Capitol Visitor Center.

11/2008 – 11/2010

Banana Republic, Carlsbad, CA

Sales Associate, Replenishment/Back Stock Lead, and Visual Merchandiser

06/2008 – 12/2012

Kimberly Shaw Graphics, Carlsbad, CA

Assistant and Girl Friday Sales, Customer Service, Art Direction for web, and promotional material.

FREELANCE EXPERIENCE

5/2015 – 12/2015

Asteroid M Production Studios

Developed the Branding and Identity Design for a Start Up Production Studio.

05/2013 – 08/2013

Crown + Nadior, Los Angeles, CA

Developed the Branding and Identity Design for a Start Up Jewelry Company and Art Directed the Website, Packaging and Promotional Material for the First Collection.

06/2012

Analog Source Rentals, San Diego, CA

Developed the Branding and Identity Design for a Start Up Analog Musical Instrument Rental Company.

01/2013 – 04/2013

Art Center College of Design, Pasadena, CA

Teacher's Assistant for Guillaume Wolf for his Communication Design 4 Class. Helped Students Develop a Graphic Voice in Branding through Communicating Solutions in Print, Packaging, Motion, Interactive, and Environmental Design.

01/2013 – 04/2013

Art Center College of Design, Pasadena, CA

Teacher's Assistant for Allison Goodman in her ID Graphics Class. Helped Product Design Students Create an Integration of Graphic Design Elements and Industrial Design with Projects such as Personal Identities and Product Design Branding.

02/2013 - 04/2013

Pasadena City College, Pasadena, CA

Designed a Photography Exhibition for an Advanced Photography Class Instructed by Betsy Kenyon.

09/2012 – 10/2012

Holy Smokes, San Diego, CA

Developed the Branding and Identity Design for a Start Up Tobacco Company along with Promotional Material.

08/2012 – 09/2012

K'PAZA, San Diego, CA

Designed and Illustrated a Cuban Food Truck Wrap.

11/2012 – 02/2013

Dan Sachs, San Diego, CA

Designed Collateral, Packaging and Displays for Retail Experience. Featured in Walmart, Bed Bath & Beyond.

SKILLS

- User Experience Design
- User Interface Design
- Interaction Design
- Performing and Documenting Usability Testing
- Persona and Scenarios Creation
- Sitemaps Design
- Specifications for Developers
- Interactive Prototyping
- Creating Brand and Identity Systems
- Editorial Design
- Packaging Design
- Typography and Color Theory
- Adobe Creative Suite, Sketch, Zeplin, Invision and Prototyping Tools