



UX Designer with solid Visual Design background. My combination of skills and experiences enable me to give people the ability to do amazing things.

## PROFESSIONAL HISTORY • HIGHLIGHTS

15+ Years Professional Experience

FREELANCE PROJECTS/CONTRACTS | SEATTLE, WA

*UX + UI Design, Visual Design*

*Overview:* Art directed original designs throughout a range of projects. Duties required wearing many hats: branding/identity design, digital marketing, event campaigns, layout + typography, style guides, web + app design, sketching, wire-framing, story-boarding, illustration, and more. Led design end-to-end from concept, research, discovery, design, low + high-fidelity prototypes, iteration, presentation, through to client hand-off. Managed stakeholders and vendors, and mentored junior designers.

*International Experience:* London, UK (Identity design system), Doha, Qatar (Art Direction, Project Management, design for VCUQ Viewbook), Jeddah, Saudi Arabia (Research and Presentation, Event Publication), Milan, Italy (Tia Maria web page design)

*Notable clients:* The Bill & Melinda Gates Foundation, Virginia Commonwealth University in Qatar, Nordstrom, Bob Dylan, Starbucks, Cornish College of the Arts, University of Oregon.

*Most recent projects + contracts:*

- **STARBUCKS | SEATTLE, WA** 08 – 03/2022  
*Role: Sr. UX Designer, 6 months contract*  
 Worked on an agile team for Starbucks' S4 Team. S4 is a suite of self-service applications that securely deliver data to business users for use on data-sensitive tasks by managing, tracking, and maintaining internal business and partner information. I designed a COVID contact-tracing tool, another to verify vaccinations (or not), and one for the retail stores' food safety. I worked within a team of engineers, developers, project managers and stakeholders to meet sprint deadlines throughout 3-week epics. Activities include: User research, discovery workshops (LUMA), user testing, illustration, component building, persona designs, UX writing, wire-framing, high-fidelity clickable prototype design, and more. Programs used: Figma, Slack, Jira, Confluence, Miro, MS Office, and more.
- **VARSITY TUTORS | SEATTLE, WA** 05 – 06/2021  
*Duties: UX Design | Visual Design | Information Architecture*  
 Resolved bounce-rate on tutor website (desktop and mobile). Working within a team of copywriters, developers, researchers, Distilled research data from site audit to identify problems and define solution through iterative process. Created user flows, sketches wire-frames, low and hi-fidelity prototypes. Programs: Figma, Photoshop, Illustrator Miro, Google suite, and Slack.
- **GEMINI PRODUCTION | LOS ANGELES, CA** 04 – 06/2021  
*Duties: Art Direction | Visual Design | Branding*  
 Branded and redesigned existing website for this independent non-profit documentary film production company. Using a Squarespace template, I created type ramp, color combinations, and page layouts allowing clients to take over site administration afterwards.
- **PUGET SOUNDKEEPERS | SEATTLE, WA** 11/2020 – 3/2021  
*UI and UX Design • Research • Branding • Information Architecture • Interaction Design*  
 Working in a team of 3 with this non-profit client, I designed strategies to resolve high bounce-rate and enhance website engagement. Managed critical aspects in the process including discovery, research, information architecture, UI and UX design,

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## EDUCATION

**CALIFORNIA INSTITUTE OF THE ARTS**  
 MFA in Visual Communications

**UNIVERSITY OF WISCONSIN – MILWAUKEE**  
 BFA in Visual Communications

## ALSO...

01/2020 – 03/2021  
**UX CERTIFICATE PROGRAM SCHOOL OF VISUAL CONCEPTS | SEATTLE, WA**

This 15-month program was made up of completion of the following courses: Fundamentals of UX, Prototyping Tools: Sketch & InVision, User Research, Information Architecture, Soft Skills for Designers, Writing for UX, Interaction Design, Visual Design for UX, Usability Testing, Sketching for UX, Fundamentals of Development, Capstone, Case Study Development, Presentation Skills, Portfolio Lab.

11/2019  
**FUNDAMENTALS OF UX SCHOOL OF VISUAL CONCEPTS SEATTLE, WA**

Topics covered user research, usability testing, information architecture, wire-framing, sketching and prototyping.

09/2019  
**ANIMATION BOOT CAMP, SCHOOL OF MOTION (ONLINE)**

An intensive online workshop in animation principles using Adobe After Effects and customized projects.

11/2013  
**CERTIFICATES: WEB DESIGN + UI/UX BOULDER DIGITAL ARTS BOULDER, CO**

Both week-long, intensive workshops.



high-fidelity, interactive prototyping. Organized team meetings, recorded minutes, designed all presentation slide decks throughout process.

• **YONDERFUL SOLO TRAVELER WEBSITE | SEATTLE, WA 10/2020 – 02/2021**  
*Visual Design • UI and UX Design • Product Designer • Branding • Interaction Design*

This concept project was developed to encourage women to travel alone. Using an iterative process, I researched and designed this website and phone app design from start to hi-fidelity, interactive prototype.

• **IN-PROGRESS N.D.A. MOBILE APP DESIGN | LA, CA 09/2020 – 04/2021**  
*UI and UX Design • Logo + Identity System • Style Guide Design • Prototype*

Working in a team of 4 to develop mobile app starting with identity system. I branded, designed user flow, mobile pages, web dashboard interaction and clickable, hi-fi prototypes.

## PROFESSIONAL HISTORY • DESIGN EDUCATION

### CORNISH COLLEGE OF THE ARTS | SEATTLE, WA Part-Time Design Instructor

*Graphic Design + Illustration* 01/2020 – 04/2020

Designed and managed this 15-week course, worked with a team of 3 instructors representing each department discipline Film/Video, Interior Design, and Design+ Illustration. Guided students through branding and marketing projects for end of year exhibition. Due to Covid, quickly pivoted to on-line exhibition. Also, presented and led critiques, facilitated workshops, guided students in research, scheduled, oversaw milestones and evaluated final projects.

*Summer Workshop in Augmented Reality* 07/2019 – 08/2019

Conceptualized, designed and led this 7-week Summer Design Workshop. Directed students to create a series on the subject of Climate Change using augmented reality. Final projects used 2-D design, motion and sound through the Augmented Reality app, "Artivive," ([Artivive.com](http://Artivive.com)).

*Junior Capstone* 09/2018 – 05/2019

Developed and managed the following courses. Acting as Art Director and project manager throughout this 6-week class, I oversaw student research, sketches, roughs, production and final versions.

*Immersive Studio Digital Lab:* Developed and co-taught this 15-week, Sophomore course. Students analyzed and researched to create a short, typographic film using After Effects.

*Collaborative Studio w/Seattle Center:* Students worked with actual clients to promote the Seattle Center (an arts, educational, tourism and entertainment center) through short animations. Scheduled client presentations and directed projects through to client hand-off.

*Meta-Systems:* Sophomore students use a range of digital and analogue techniques to develop skills across interdisciplinary areas of narrative systems, type and image, and UI/UX.

**DAR AL HEKMA UNIVERSITY | JEDDAH, SAUDI ARABIA 09/2014 – 06/2018**

*Associate Professor in Visual Communication*

Developed and managed the following courses:

*Introduction to Semiotics, Typography 1 – Latin Type, Time-Based Media, and Design Fundamentals.*

*Additional Involvement:*

- Branding and Publication Design for 10th Anniversary Ceremony Booklet
- Statue design for 10th Anniversary Ceremony award recipients

## TOOLS

Adobe Creative Suite

*Illustrator, Photoshop, InDesign, XD*

Adobe After Effects

Confluence

Figma

Jira

Luma Workshops

Miro

Slack

Sketch

MS Office

*Power Point, One Note, Outlook,*

*Teams, Word*

## SKILLS

Art Direction

Branding & Identity

Information Architecture

Presentation Design

Product Design

Prototyping

Sketching & Illustration

Storyboarding

Typography

UI/UX Design

User Research & Testing

User Flows

Visual Design

Wireframing

Workshops

## FUN FACTS

Italian (conversational)

Fine Art Painting

Print Arts (Letterpress + Silkscreen)

Scuba Dive Master