



Experiences

Lead Designer, Associate Manager of User Experience

Fjord/Accenture Song (2019-current)

Clients: Veteran Service Digital GI Bill (DGIB), USDA, Office of Budget and Program Analysis (OBPA), National Background Investigative Services (NBIS), CIA

Lead and assist in the design and implementation of large-scale research synthesis workshops (30+ people), develop system blueprints, consumer journey maps, user flows, design systems and build complex, human-centered digital solutions for some of the government’s largest—and most ‘top-secret’—organizations.

Initiatives have ranged from being the Lead Designer in creating applications that streamline how the VA accepts and processes hundreds of thousands of GI benefits to veterans, to breaking the traditional “good ol’ boys” model of the CIA through an AI driven career and networking portal.

Strategist

Chapter SF (2018-2019)

Clients: Facebook, Google, Quizlet, Mixpanel, UberEats

Developed strategic direction, briefed designed teams, and played a significant role in molding brand initiatives for some of the biggest tech brands in the world.

Primary responsibility was to build a new brand direction for Facebook’s developer platform. Lead cultural, consumer, and category audits and interviewed stakeholders and consumers to better understand the developer mindset. Worked closely with the Facebook marketing team to develop a robust brand operating system and with Chapter’s internal creative team to develop a new and engaging brand identity.

Graphic and Front-End Web Designer

Charles Ryan Associates (2015-2016)

Clients: DC Lottery, Dominion Power, Greenbrier Valley Tourism

Translated the needs and requirements of clients into fully designed deliverables, including full-stack websites, banners, brochures, large-format magazines, and other large printed material.

The Scout Guide (2013-2015)

Designed multiple volumes for The Scout Guide that totaled over 250,000 in distribution and over \$1,500,000 in revenue.

Held the role of lead designer and coder for their first online e-commerce platform, generating an additional revenue stream for the company.

Education

VCU Brandcenter (2018)

Master of Science in Business, Branding and Strategy (2017-2018, 3.9 GPA)

Radford University

Bachelor of Arts in Advertising with a minor in Graphic Design (2006-2010, 3.4 GPA)

Skills

User journey mapping; focus group facilitation and moderation, qual + quant analysis; video, web and graphic design; communication and interpersonal skills, conflict resolution

Adobe Creative Suite, Sketch, Azure, Invision, Abstract, Confluence, Visual Studio, MAMP Pro, CodeKit, HMTL/SASS, Javascript/JQuery

Bringing a group of strangers together to tackle gnarly problems using empathy and Human Center Design

Contact Me

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What’s with the plane?

The plane is something I used to play with at our family cabin. My dad made it out of leftover siding; I played with it for yeeeaars.

It just symbolizes how sometimes something so simply built can be incredibly useful.