

EXPERIENCES

Service and Interactive Design Specialist**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 and user flows, and build complex, human-centric digital solutions for some of the government's largest—and most “top-secret”—organizations.

Initiatives have ranged from being the lead UX designer on a project to reinvent how the VA accepts and processes GI benefits so that our veterans get the most out of their service to breaking the traditional “good ol’ boys” model of the CIA by developing career and networking portals that leverage cognitive technology to help advance agent’s careers.

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 \$5,000 a year in revenue.

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

Brand positioning, RFP composition, consumer profiling, user journey design; focus group moderation, qual + quant analysis; video, web and graphic design

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

Leading a group of strangers in meaningful, enlightening, and entertaining research activities

ASK ME ABOUT

My volunteer work!

I am an AmeriCorps NCCC alumni and I love to help non-profits with their design and branding needs.

I recently helped Building Bridges Across the River, a non-profit offering job and education opportunities in the 7th and 8th ward of Washington DC, create a new brand identity for their organization