



## Professional Experience

2014 - Present **ANTHOLOGY INC (FORMERLY IMODULES SOFTWARE)** Kansas City, Missouri

**Senior Product Designer, Encompass** Sept 2022 - Present

- Lead the design of innovative product features for a product with a 89% retention rate, collaborating with product managers and software engineers during the implementation phase, providing design specifications and conducting design reviews to ensure accurate execution.
- Contribute to advanced product research by identifying market opportunities, embedding with customers, and formulating solid solutions from research results.
- Spearheading the initiative to update the Encompass product UI through a series of CSS only changes that addressed current Accessibility standards.
- Implement design thinking methodologies to drive innovation, problem-solving, and accessibility resulting in a 20% increase in admin satisfaction and usability.

**Web Developer, Brand Strategy** Mar 2021 - Sept 2022

- Coded and launched a brand new .COM site for our newly merged company in 6 months.
- Developed, maintained, and evolved 3 existing marketing-focused internal websites.
- Implemented 5+ tools and processes to automate and streamline development and content management including request forms and process documentation.

**Design Services Consultant** Aug 2019 - Mar 2021

- Outlined the new "Blueprint" redesign package that reduced the average implementation time from 6-8 months to 1 month.
- Led design service scoping and new package creation increasing sales pipeline by 40%.
- Conducted user research and full site design reviews on existing client websites convincing 6 customers per quarter to purchase a redesign.
- Designed low fidelity wireframes and design mockups for 50+ high profile customers to ensure design solutions align with customer needs.

**Digital Project Manager** Oct 2016 - Jan 2020

- Defined project plans and reported progress of objectives and deliverables for 35+ projects at various stages of completion at any given time.
- Successfully launched 800+ design projects ranging from multi-template redesigns, custom CMS patterns, and microsites.
- Organized and tasked out work to our design, data and professional services teams.
- Identified project risk with mitigation strategies, solutions and 1-2 alternate project plans.

**Web Designer & Developer** Nov 2014 - Oct 2016

- Completed 60-75% of design & build tasks ahead of deadlines with the remaining tasks still finished on time.
- Work with Project Managers to design and code innovative, web-based client solutions
- Applied best practices and common standards while troubleshooting cross-browser compatibility issues and accessibility.

2013 - 2014 **PERCEPTIVE SOFTWARE, FROM LEXMARK** Lenexa, Kansas

*Inside Sales Representative - Healthcare* Apr 2014 - Nov 2014

**Multimedia Designer for Creative Design** Jan 2013 - Apr 2014

*Creative Design Summer Intern* May 2012 - Aug 2012

- Lead designer for new website redesign in conjunction with global rebranding initiative.
- Designed and created a variety of branded promotional thumbnails, advertisements, banners, billboards, and blog article illustrations.

## Education

2018 **KANSAS STATE UNIVERSITY**

*Bachelor of Fine Arts in Digital Arts*

*Minor in Journalism and Mass Communications*

- Director of Web, Design and Social Media for KSDB 91.9 FM
- Live Radio DJ for KSDB 91.9 FM
- Midwest Collegiate Ambassador for Monster Energy

## Certificates

2021 **COURSERA**

*Foundations of User Experience (UX Design)* (54TYXPWUG6S)

*Start the UX Design Process: Empathize, Define, and Ideate* (BM9XYFTF29NN)

2013 **NATIONAL COMPUTER SCIENCE ACADEMY**

*HTML 5.0* (4296033)

*CSS* (4296204)

*Javascript* (4305096)

## Skills & Tools

Design Consulting, User Experience Design (UX), User Interface Design (UI), Wireframing, Creative Management, Art Direction, User Testing, Design Thinking, Brand Awareness, Project Management

### Visual

Figma, Adobe CC (XD, Photoshop, Illustrator), Sketch, Marvel, InVision

### Web

HTML + CSS, Bootstrap, Wordpress, Drupal, VS Code

### Applications

Asana, OpenAir, Basecamp, Jira