

Experience

User Interface and User Experience Designer

University of Arizona, Arizona Online

04/17 - present

Acting lead User Experience and User Interface designer for Arizona Online and Near You Network Websites. Establish compelling and strategic web experience for the prospective student user journey from digital advertisement to contact with an enrollment counselor. Build and maintain design system with accessibility in mind. Update components to address user needs after testing and feedback. Create clear step-by-step interaction documentation for developer reference.

Collaborate with content managers and developers throughout iteration and design process. User test and iterate based on results to create an optimal experience for prospective students seeking higher education in their chosen modality.

Identify ways to gather user feedback from internal constituents, faculty, and staff as well as prospective students and their parents, presenting findings to a broad internal audience.

Other duties include art direction of photography, illustration and other asset creation. Creating all forms of marketing materials: electronic emails, presentations, web advertisements, digital signage, outdoor implementations such as billboards, bus wraps, and displays; print media including brochures, mailers, annual reports and brochures.

Senior Graphic and Web Designer

University of Arizona, Office of Digital Learning

10/14 - 04/17

Supported team of instructional designers and technology specialists with all graphic needs, including web wireframes and development, digital presentations, and print collateral. Designed and maintained various campus websites. Designed, illustrated and implemented course graphics for all Arizona Online courses. Designed and maintained course templates to be customized by instructional designers and faculty. Supervised full-time developer and a team of student workers. Collaborated with other divisions within University to define brand standards in the Arizona Creative team.

Graphic Designer

University of Arizona Libraries

6/13 - 10/14

Responsible for creating and producing print and digital visual communication solutions for the campus community and constituents. Worked collaboratively with Library work groups to ensure all designs met the Libraries' broader communication and marketing goals. Utilized various methods of production to create and design marketing materials, including brochures, posters, advertisements, newsletters, logos, flyers, and signage.

Senior Product Designer

Stampin' Up!

9/07 - 10/12

Worked with product management team, design team, vendors and other creative groups to produce innovative new product lines for crafting industry. Responsible for product packaging, print, and online documents. Projects included concept design, layout, photography, and illustration. In the role of Senior Designer, I served as a mentor to other design team members and was accountable for design assignments and product assembly time lines.

Education

Masters of Fine Art

Illustration & Design

University of Arizona | 2022

Bachelors of Fine Art

Graphic Design

Utah State University | 2007

Proficiencies

Adobe Creative Suite

Microsoft Office Suite

Google Workspace

Additional Experience

HTML5, CSS5, Adobe XD,

Figma Drupal

Surface Design, Large Format

Printing, Digital Signage.

Teaching Assistant

Jack Sinclair Letterpress Lab,

2019

Conference Presenter,

OLC Accelerate 2016