

EDUCATION

School of Visual Concepts

UX CERTIFICATE PROGRAM

Seattle WA / 14 Months

Cornish College

BACHELORS OF FINE ART / DESIGN

Seattle WA / 3 Years

Queensland College of Art

STUDY ABROAD / DESIGN

Australia / 6 Months

Peninsula College

HTML / CSS / MULTIMEDIA

Port Angeles, WA / 1 Year

Shoreline Community College

A.A.A.S. DEGREE VISUAL COMM.

Shoreline, WA / 3 years

PROFILE

My Objective

I want to transition from freelance design into a full-time UX role to partner with talented cross-functional teammates in a mid to large company. I value feedback throughout my design process to solidify big innovative ideas into tangible outcomes. I strive for continued growth and learning.

Transferable Skills

I have 20 years of experience under the **Graphic Design** umbrella. In 2012, I started my freelance career. Within this window of time, I built a backbone, embraced **fortitude**, strengthening **leadership** skills, and harnessed **GRIT** by owning projects end to end.

Wireframing / **Managing** Teams / Hi-Fi Mockups / IA / Prototyping / ID Specs / User Research / **Driving** Data Collection / Presenting Design Thinking / Communication / Advocate for End-Users While Managing Synergy Within the Team Environment / Entrepreneurship / Sales / Responsive Design / Independence / Making Sense from Ambiguity / Customer Centric / Curious.

Tools

Sketch / Adobe XD / Illustrator / InDesign, HTML, CSS, Pencil & Paper, Photoshop, etc...

EXPERIENCE

Packard Design Works

OWNER AND CREATIVE DIRECTOR / 2012 TO PRESENT

I work with small businesses and startups located in or around tourist destinations. I lead projects from start to finish.

Grays Harbor Tourism

CONTRACT / 2018

I took a leadership role in the redesign of the Grays Harbor Tourism rebrand. I developed the process, project scope, scheduled stakeholder check-ins while advocating for design recommendations based on market personas.

Logan Marketing

SELF EMPLOYED / 2012 TO 2020

Lead for web updates such as CSS media queries for responsive breakpoints and replacing flash hero sections with jQuery. In addition, I was the go-to for complex technical troubleshooting and UI design. As a result, Logan Marketing continues to grow upon a foundation I helped build.

Adam Leland Homes

SELF EMPLOYED / 2012 TO PRESENT

Lead for their rebrand, including logo, branding, website, multi-page brochure, and other business collateral to help this Bellevue-based home builder rise above their competition.

Aloha Alabama BBQ

SELF EMPLOYED / 2017 TO PRESENT

Led rebrand, pushing for an unsafe solution to represent their unconventional BBQ family story origin. Successful metrics include a vast increase in tourism traffic, business expansion into catering and user trust with recognition. In addition, they survived the Covid shutdown.

Modern Dog Design Co.

SELF EMPLOYED / 2012 TO 2014

I worked with Co-Founders Mike Strassburger and Robynne Raye, coding their creative UI mockups into live websites and assisted with the design of site assets.

InsideOut Solutions

EMPLOYEE / 2009-2012

Assistant UI designer. I took the lead on several mockups independently, working directly with developers and creating detailed markups while conducting customer CMS training sessions.

Zooppa – People Powered Brand Energy

EMPLOYEE / 2008-2009

Lead on UI & visual design. I Worked with an Italian cross-functional dev team. We designed the US-based website, growing a following from 0 users to ten-thousand users.

Contour Cameras

EMPLOYEE / 2008 5 MONTHS

Innovator of the 3D POP display designs. Led technical illustration development for user manuals demonstrating how to use the product.

Seattle Met. Magazine

INTERNSHIP / 2007 3 MONTHS

Work with Art Director to ideate layout and content in a fast-paced publication environment while assisting writer with most suitable story illustration choices.