

\* Product designer with 13+ years of experience in the design space, focused on solving real problems through research, usability, and thoughtful design.

## Experience

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### Product Designer Freelance

Mar. 2024 – Current

- Led 0→1 product strategy and MVP design for a SaaS startup in the cybersecurity/insurance space, driving executive alignment and early client interest
- Led UX research, product design, and usability testing for **Ribbit**, a new mobile app, collaborating with founder and developer
- Conducted user research and designed a responsive website for an education non-profit, increasing usability and member engagement

### UI Designer HCA Healthcare

Mar. 2018 – Mar. 2024

- Designed responsive UI for the Annual Impact Report website, improving readability and setting a template for future reports
- Improved internal tools to enhance usability and accessibility:
  - Brand Resource Center: Proposed and presented landing page redesign
  - MediaWorks: Refined UI and interactions for better functionality
- Created a reusable UI template for executive event websites, improving usability and driving higher signups and engagement
- Helped launch HCA Healthcare's updated brand across digital and print
- Led layout and production of the 2020 Annual Impact Report, earning Honorable Mention from the In-House Agency Forum Creativity Awards

### UI Designer BTC Media

May 2017 – Dec. 2017

- Designed branding and digital assets for Distributed conference series, boosting attendee engagement
- Contributed to UX/UI design for BTC Media's website and digital products
- Led redesign of yBitcoin Magazine, modernizing its visual identity

### Visual Designer Early Work

2012 – 2017

Previously at **Country Music Hall of Fame & Museum**, **Climb Nashville**, **Third Man Records** and **Platoon**, designing branding, packaging, UI concepts, web design, and marketing materials.

## Education

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### Certificate in UX/UI Design

UX Academy, DesignLab

May 2024 – Mar. 2025,

490 hours+

### BFA in Graphic Design

Watkins College of Art, Design & Film,  
Nashville, TN

Aug. 2009 – Dec. 2013

## Skillset

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### UX/UI

User research, Wireframing, Design Systems, Accessibility, Prototyping, Design Ideation, Usability Testing

### Visual & Brand Design

Branding, Design Strategy, Layout, Typography, Editorial design

### Tools

Figma, Sketch, Framer, Adobe CC, HTML/CSS

### Problem-Solving

Translating complex ideas into clear, user-friendly designs

### Collaboration

Working cross-functionally with marketing, developers, and stakeholders