

Hello

I am a Brand and UX Designer with over 10 years of experience crafting solutions in an agency and in-house environments. Over the years I've delivered thoughtful, innovative, and strategic designs for clients like REI, Boeing, Amazon, and Pokémon, to name a few. Each and every time my goal is to exceed expectations of my clients, the stakeholders, and, most of all, the end users.

Software Skills

- Adobe CC (Photoshop/Illustrator/InDesign/Acrobat)
- Sketch
- InVision
- MAC OS
- G-Suite
- MS Office
- HTML & CSS

Hard Skills

- Brand Design
- UX/UI Design
- User Research
- Wire Framing & Prototyping
- Visual Design
- Print & Digital Production
- Art Direction
- Design Strategy

Soft Skills

- Time Management
- Organization
- Prioritization
- Communication
- Collaboration
- Mentoring
- Project Management
- Agile

Design Experience

GoGuardian • El Segundo, CA | June 2017–Present

Senior Brand and UX Designer / Design Manager

Playing a critical role in helping to transform education through managing and understanding technology in the K–12 classroom. Reporting to the VP of Sales, responsibilities include:

- Maintain brand consistency throughout all touch points (print and digital)
- UX/UI Design
- Manage all brand assets and standards
- Develop, maintain company style guides
- Align and inform stockholders on all projects
- Manage and assign workloads to all design team members, including external contractors
- Implement project management processes to enhance efficiency, communication, and improve timely delivery of projects

Amazon • Seattle, WA | February 2016–March 2017 (1 year 2 months)

Senior Brand Designer

Balancing high-level, holistic reasoning with detail-oriented design solutions. Working closely with product management, marketing, and other designers created and brought ideas to life that instantiate the brand and drive new business for Prime Now. Responsibilities included:

- Built and maintained the Prime Now brand identity system
- Created design solutions that support and reinforce the Prime Now brand across touch-points (digital, print, packaging, out-of-home, etc.)
- UX/UI Design
- Analyzed marketing and user experience challenges and created on-brand design solutions that met measurable business goals and requirements
- Lead brainstorming sessions and design reviews
- Worked with and lead 3rd parties to create successful design solutions
- Presented design solutions to design teams, marketing teams, and Amazon executives for review and feedback
- Lead and mentored junior designers
- Collaborated quickly and effectively with a global marketing organization

Graphic and Web Design • Seattle, WA | October 2014–January 2016 (1 year 4 months)

Freelance Senior Brand Designer

Provided on-brand design solutions and services that included internal communications, product launches, event experiences, and campaign designs across several deliverables in print and digital.

Clients included:

- The Boeing Company, Tukwila, WA
- Touch Worldwide, Seattle, WA
- DNA, Seattle, WA
- REI CO-OP, Kent, WA

The Pokémon Company, INT • Bellevue, WA | August 2010–October 2014 (4 years 3 months)

Graphic Designer

Designed product-specific solutions for trading cards, packaging, manuals and guides, print advertisements, expansion branding, and digital engagement for markets around the world. Responsibilities included:

- Implemented methods to streamline the teams' design process
- Owned proofing and approvals for various deliverables such as playing cards, packaging, and various marketing promotional materials
- Presented solutions to senior leadership and stakeholders
- Lead brainstorming sessions and design reviews
- Mentored junior staff

Catalyst Marketing • Seattle, WA | February 2009–November 2009 (10 months)

Graphic Designer

Collaborated with marketing, account managers, and external vendors to design and deliver onbrand promotional items to support product launches and programs for several clients.

Meridian Group of Companies • Seattle, WA | February 2008–February 2009 (1 year 1 month)

Graphic Designer

Provided design support for the marketing and brands of several companies that provided services in the field of transportation resources, ticketing, home-building, loan servicing, and GPS enabled entertainment. Deliverables ranged from static websites, vehicle wraps, logos, and brochures.

Spitfire Studios • Claremont, CA | May 2007 - December 2007 (8 months)

Graphic Designer

Developed on-brand marketing and web materials for clients in the medical and homebuilding industries in Southern California. Deliverables included one-sheets, brochures, logos, and other various items.

FILTER Creative Group, LLC • Los Angeles, CA | February 2007–May 2007 (4 months)

Graphic Design Intern

An internship opportunity working with Art and Marketing Directors to develop design solutions to support client's business needs in the entertainment and music industries.

Education

Spring Board • springboard.com | May 2018

User Experience Design—Certificate

California State University • Fullerton, CA | 2003–2007

Bachelor of Fine Arts (B.F.A.)—Graphic Design

Victor Valley College • Victorville, CA | 1996–2000

Associate of Arts (A.A.)—Fine/Studio Arts

Associate of Arts (A.A.)—Liberal Arts

Professional Activities

AIGA • Seattle, WA | January 2007–Present

Sustaining Member

AIGA • Seattle, WA | June 2013–June 2015

Education Director

Seattle Pacific University • Seattle, WA | May 2014, April 2015, May 2016

Guest Lecturer