



SKILLS

User Interface & Experience (Responsive Web & Mobile) + Prototyping + Animation + Human-Centered Practices + Branding + Conceptual Thinking + Publication + Packaging + Copywriting

Adobe Photoshop, Illustrator, InDesign, After Effects (CC) + Sketch + Zeplin + Flinto + Principle + HTML & CSS + Webflow + Invision + Wireframing + User Flows & Journeys + Production & Pre-press + Photo Editing & Comping

CAREER

Interaction Designer @ Nike (Digital) WHQ – Beaverton, OR Mar 2016 ~ Mar 2017

User interface and experience design, prototyping and motion for Nike+ Training Club iOS and Android. Part of the NTC 5.0 launch June 2016. Experience producing and evolving a global, digital product; from concepting & prototyping, having direct access to engineers, product and fitness experts, to designing features viable for 20+ languages, this opportunity gave me the exposure to a process that has been formative and enlightening to how I work and think.

User Interface Designer @ Mothic Design & Development – Grand Rapids, MI Jun 2015 ~ Oct 2015

UI/UX designer in collaboration with a small team of developers on various web applications. Lead creative pitch meetings with client

Graphic Designer @ Emerge Xcelerate (GR Current) – Grand Rapids, MI May 2015 ~ Sep 2015

In-house design support for six startup teams in an acceleration program. UI / UX consulting for digital products in alpha-stages, brand evolution and guidance, infographics, language development, and collateral for events and promotion.

Lead Designer, Creative Partner @ FoodCircles – Grand Rapids, MI Jan 2013 ~ Jan 2015

Web and mobile app redesign with UX designer, and print and social advertising. Target market research, copywriting, and platform evolution.

INDEPENDENT PROJECTS

Brand & Responsive Web, EdConnect – Grand Rapids, MI Sep 2015 ~ Jan 2016

Brand style guide (color, type, logo system, aesthetic direction, etc.) with a responsive web experience (UI / UX). Implemented frontend using Webflow, handled localization for an additional language, and built for content generation.

visit: edconnect.us

Creative Lead, Sana Organics – Grand Rapids, MI Aug 2014 ~ May 2015

Brand style guide, company and product naming, package design, responsive web experience, business cards, content writing, and various printed promotional collateral.

Brand & Responsive Web, Urban Roots – Grand Rapids, MI Jan 2015 ~ Aug 2015

Brand style guide and Squarespace site. Color, type, logo system, business cards, internal documents, etc. Lead the process of identity discovery and refinement over several months of collaborative discourse and creative solutions.

EDUCATION & RECOGNITIONS

Graphic Design Bachelor of Fine Arts	2015	Dean's List	2012 ~ 2015
<i>Collaborative Design, Minor</i>		Scholarship of Merit	2014
Kendall College of Art & Design – Grand Rapids, MI		Mayoral Recognition, City of Grand Rapids: United Nations	
		RCE Conference Contribution	2015