



## EXPERIENCE

### The Hewitt School, Marketing Manager

New York, NY | Oct 2021 - Apr 2022

- Crafted branded documents, presentations, posters, stationery, apparel, event materials, and marketing collateral, successfully building the school's visual brand identity and establishing its recognizability and prominence in the NYC independent school community
- Created branded content and imagery for social media platforms, the public website, and various intranets/portals, attracting potential students and families to the school by portraying the Hewitt School's story and mission

### eFraud Services, User Experience Design Intern

Naples, FL | Aug 2021 - Sept 2021

- Developed the user experience for a custom financial fraud detection software that eliminates manual labor and conversion rate errors. Created sketches, user flows, prototypes, and high fidelity user interface designs
- Applied learnings and feedback from user research, interviews, and testing to design iterations
- Led stakeholder briefs, ensuring that all team members were aligned, business requirements and goals were being met, and all designs and initiatives were in line with the brand's mission and identity in order to create a product that was easy to use and formed a sense of trust

### Curriculum Associates, Production Specialist

Billerica, MA | Apr 2018 - Jun 2021

- Coordinated with internal and offshore production teams, providing composition, layout, design, and graphic support using InDesign and other Adobe Suite programs, eliminating costly mistakes and ensuring brand consistency and efficiency for product launch
- Collaborated with project management, editorial, and design team members to create new K-8 ELA and Mathematics learning material in both English and Spanish, used by over 10 million students throughout 8,000+ school districts across the United States

### NorthPoint, Graphic Designer

Waltham, MA | Aug 2016 - Mar 2018

- Led creative direction for a corporate rebrand design that provided a fresh and modern look, and thus attracted new customers. The rebrand included the creation of brand guidelines, logos, stationery, and other marketing materials; ensuring that all designs were supportive and consistent with marketing strategies and initiatives
- Helped internal and client teams to create a cohesive and memorable brand identity through design ideation, content development, and company brand messaging projects from brief to final production, promising a smooth product launch

## CASE STUDIES

**Project Play** - Created a platform which solved issues around the social-emotional wellbeing of students during COVID-19 school closures, utilizing an iterative UX Design process

**SAVR Design Sprint** - Solved usability issues for a cooking application using the Google Ventures design sprint methodology, which consisted of evaluating research, mapping, sketching, prototyping, and usability testing

**Society Strong** - Integrated a social feature into an existing health tracking app in order to encourage users to meet goals and promote repeat usage, using an iterative UX process

**eFraud Services** - Used UX Design practices to create a custom software solution for financial fraud detection, which eliminated both manual input and conversion rate error

## SKILLS

### UX Methods

Personas  
Wireframing  
Prototyping  
Usability testing  
User research  
Heuristic evaluations  
User flows  
User stories  
Affinity mapping

### Programs

Sketch  
Adobe XD  
Figma  
InVision  
Illustrator  
InDesign  
Photoshop  
After Effects

## EDUCATION

**UNH UI/UX Design Bootcamp, Certification, UI/UX Methodologies and Technologies**  
2021

**University of Hartford, Hartford Art School**  
2016

BFA, Visual Communication Design  
Minor, Art History