

UX/UI Designer by way of Art Direction & Graphic Design.

Education

BFA, Visual Communication

Texas A&M University-Commerce
Honors College Graduate
Women's Soccer Student-Athlete

Certifications

Google | [Foundations of User Experience \(UX\) Design](#)

Google | [Start the UX Design Process: Empathize, Define, and Ideate](#)

Google | [Build Wireframes and Low-Fidelity Prototypes](#)

Google | [Conduct UX Research and Test Early Concepts](#)

Proficiencies

Development Toolkit

Figma	Illustrator
Sketch	Photoshop
Adobe XD	InDesign
Invision	HTML5/CSS3

Professional Experience

UX/UI Designer | VRpatients | 2021-Present

- Spearheading user experience (UX) and user interface (UI) design efforts for our cutting-edge global medical training simulation, accessible through both virtual reality and WebGL platforms.
- Employing a user-centered design approach in close collaboration with stakeholders, product owners, subject matter experts, development and marketing teams, and customers to ensure the product meets user needs and expectations.
- Skillfully crafting low fidelity wireframes, high fidelity prototypes, and comprehensive art assets to effectively communicate design concepts, interactions, and facilitate seamless implementation of the UX/UI designs.
- Conducting internal feature demonstrations to gather feedback and iteratively refine designs for optimal usability and user delight.
- Contributing significantly to the company's success and recognition as the recipient of the 2022 EMS World Innovation Award.

Graphic Designer | Lindsey Durham Design | 2014-2021

- Garnered an extensive base of 200+ clients by leveraging global freelancing platforms and referrals, with a notable reputation for a clean and modern aesthetic, expertise in corporate brand identity, and bespoke illustration capabilities.
- Specialized in collaborating with start-up companies and high-end businesses, offering tailored design services that perfectly align with their unique branding needs and visual communication requirements.
- Led the end-to-end design process, from initial consultation and concept development to the provision of comprehensive assets for production, encompassing brand identity systems, website design, print collateral, and digital marketing assets.

Art Director | Richards/Carlberg | 2013-2014

- Collaborated closely with Principals, fellow Art Directors, Account Managers, and Copywriters to establish and implement creative strategies that perfectly aligned with clients' needs and objectives.
- Led the conception and execution of compelling visual concepts in response to client briefs, adeptly leveraging existing brand guidelines or developing new ones as needed.
- Oversaw the design and development of diverse marketing materials, digital communications, print advertisements, signage, billboards, corporate brand guidelines, custom illustrations, and collateral, showcasing a versatile skill set and creative vision.