

## UX DESIGN

User-Centered Design  
Competitive Analysis  
Business Requirements  
UX Research  
User Personas  
Information Architecture  
User Flows  
Wireframing  
Prototyping  
Usability Testing

## DESIGN

Graphic Design  
Branding  
UI Design

## DEVELOPMENT

Responsive Web Design  
Front-End Web Development  
Search Engine Optimization  
Google Analytics Certified

## SOFTWARE

Adobe Creative Cloud  
Sketch  
InVision  
Balsamic

## CODING

WordPress  
HTML/CSS

## EDUCATION

2018 - 2019  
Career Foundry - UX Immersion  
UI for UX Designers

2000 - 2004  
UW-Madison - BS in Art  
Graphic Design Concentration

## PROFESSIONAL EXPERIENCE

2004 - Current

### Freelance Graphic and Web Designer

- Logos and branding for freelance clients.
- Graphic design for a variety of print and digital applications.
- Website design and development.

July 2016 - Nov 2017

### Web Developer - City Ranked Media, LLC

- Web design and graphic design for small business websites.
- Wordpress website development using HTML and CSS.
- Optimized pages using cutting-edge SEO techniques.

April 2012 - February 2016

### Graphic Designer II - Motosport.com

- Worked with a team in a fast paced, high production environment.
- Designed and built emails and web banners for 6 storefronts.
- Designed print ads for powersports publications.
- Redesigned HTML email template using responsive design techniques.

August 2011 - December 2011

### Independent Contractor - ESDNetwork

- UI design and implementation for various websites and applications.
- Designed emails, brochures, and presentations.

February 2011 - June 2011

### Front-End Developer - StudyBlue

- Built landing pages for the Studyblue.com website.
- Designed emails, ads, and social media graphics.

May 2007 - January 2011

### Interactive Designer - Oompa Enterprises

- Designed and built weekly HTML email and web graphics.
- Created artwork for ads in publications such as Parents, Dwell, etc.
- Designed layout of annual print catalog.
- Developed enhancements for website to improve customer experience.

September 2005 - May 2007

### Web Designer - PunchStock/UpperCut Images

- Designed weekly HTML email sent to list of 70,000 clients.
- Updated graphics for the PunchStock and UpperCut websites.
- Designed printed pieces including environmental graphics and ads.
- Built and maintained websites for internal use.