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As a designer with a solid background in UX/UI design, UX writing/copywriting, research, and program management, I bring a strategic, pragmatic, and realistic view to product creation. Working in diverse environments has enabled me to apply my critical thinking, analytical, and managerial design skills to teams that value the holistic user experience and offer key value to user engagement and user satisfaction.

SKILLS

Design

Accessibility
Competitor/Heuristic Evaluation
Concept Designs
Design Systems, Style Guides, & Pattern Libraries
Functional Prototypes & Low/Mid/High Fidelity Mockups

Generative & Evaluative UX Research
Interaction Specifications/Design
Iterative User Testing/Usability Testing
Personas/Flow Diagrams/Journeys
Wireframes

Business

End-to-End Product Management
Project Planning and Execution
Presentations

Relationship Building
Team Leadership
Written, Verbal, & Visual Communication

TOOLS

Figma, Sketch, Adobe XD, Zeplin, InVision/Craft, LucidChard, Microsoft Visio, and similar design tools
Trello, Jira, Confluence, Slack, Microsoft Teams, Zoom, Skype, and similar collaboration apps
Microsoft Office Suite, G Suite, and similar business apps

RECENT EXPERIENCE

Fable Communications

Founder and UX Writer/Researcher/Editor
UX/UI Designer

Tulsa, OK
2014-present
2019-present

Concentrating on user needs, operating remotely and in a fast-paced environment, deliver high quality end-to-end services to clients, serving as a contractor or subcontractor on distributed national and international teams; lead and participate in cross-functional teams and stakeholder meetings; balance product vision and customer needs to meet strategic goals; design and implement processes and procedures that improve efficiency

- Maximize client outcomes by ensuring content and design are data-driven, accessible, approachable, engaging, clear, and concise; meet business requirements; and display strong information architecture; clearly and effectively communicating design processes, ideas, and solutions to teams and clients
- Conduct, analyze, and interpret quantitative and qualitative research – generative, evaluative, and usability/user testing; collect user and stakeholder feedback; and synthesize and report findings to inform design, writing, and content, enhancing usability, approachability, and accessibility
- Strengthen the value of designs, content, reports, presentations, and curriculum through writing, creating, editing, iterating, and quality-checking, ensuring all products meet client vision and user needs
- Develop or follow style guidelines, design systems and libraries, content strategies, and information architectures that ensure coherent, cohesive, and engaging designs and content
- Enhance effectiveness through user-focused content and human-centered design, turning complex concepts into digestible content

Design Projects

Dream Home Real Estate App

Task: [Create the iterated UI design of a mobile-first responsive web app](#), including iterated accessible versions of low-, mid-, and high-fidelity wireframes; original assets (iconography); copy; interactive prototypes; style guide; and mockups

Guiding principles: Accessibility, interaction design, user engagement, usability, grammar, punctuation, and syntax

Tools: Figma, Sketch, and InVision for design; Microsoft PowerPoint for presentations

Results: An engaging, usable app that simplifies property searches

SEEK Scavenger Hunt App

Task: [Craft the end-to-end iterated design of a mobile-first responsive web app](#); complete market research and gap analysis with report; plan, conduct, and analyze user research with report; applying research results, construct personas, user flows, empathy maps, user journeys, and iterated accessible versions of low-, mid-, and high-fidelity wireframes; conduct usability testing with analysis and report; applying research results, create original assets (iconography), typography, information architecture, copy, interactive prototypes, mockups, design system, and style guide

Guiding principles: Accessibility, interaction design, user engagement, usability, grammar, punctuation, and syntax

Tools: Figma, Sketch, Adobe XD, and InVision for design; Microsoft Visio for user flows; online tools for empathy maps and user journeys; Google Docs, Sheets, and Slides for reports and presentations; SurveyMonkey, UserZoom, and Zoom for research

Results: A unique game app that uses a 3-platform gaming format to meet unfilled needs in the genre

Quest to Learn

Stakeholders: Development Lead

Task: [Redesign website](#) by updating the color palette, building a design system, improving accessibility, and enhancing UX and UI

Guiding principles: Accessibility and user engagement

Tools: Sketch for copy and design, Slack for collaboration

Results: Increase website effectiveness and appeal

Texas Education Agency

State Director, Career and Technical Education

Austin, TX/Flexible
2009-2014

Directed a state-wide education program and managed a staff of 6; led and participated in cross-functional and cross-agency teams; led unit's legislative response; liaised with federal agencies; served on federal legislative review committees; served on governor's cross-agency committee

- Administered a \$90M federal grant, using data-based decision-making to expand educational opportunities and outcomes in 2,600+ school districts
- Designed, delivered, and presented at statewide administrator and counselor academies and seminars, using quantitative and qualitative research, data analysis, and data-based innovations to improve the user experience, increasing attendance from lackluster to a sold-out waiting list
- Presented at statewide conferences, increasing awareness and compliance across 2,600+ districts
- Developed and nurtured collaborative relationships with stakeholders, field staff, administrators, and business and federal partners, reinforcing communication and trust
- Built and implemented content and content strategies that enhanced user experiences through increased readability, accessibility, and approachability for web content, reports, presentations, training, and explainers
- Spearheaded the multi-agency state team undergoing a federal audit, earning 21 commendations
- Led the state team participating in the international [OECD study of career and technical education](#)

EDUCATION

CareerFoundry, UX Design Certificate with UI Add-on

- Intensive year-long training program for UX designers, specializing in UX process and methodology, including research, user journeys, personas, copy, testing, information architecture, and visual design
- Additional UI specialization course focused on responsive layouts, design patterns and principles, creating style guides, use of shapes and icons, color theory, typography, and imagery
- Design of 3 apps using software such as Figma, Sketch, Adobe XD, and InVision for wireframes, prototypes, and animation

Texas Tech University, M.A., Communications

- Graduate program focused on human interactions, including original research and thesis

Texas Tech University, B.A., English

- Undergraduate program focused on English literature and linguistics