

## SUMMARY

I am a graphic designer with experience in both print and digital design. I also have experience in web design and video editing. I believe my well-rounded skillset makes me highly adaptable. In addition to those skills, I also have training and experience in Design Thinking and work very well in a collaborative, fast-paced environment.

I believe I have a set of skills unique to many other designers in that I have experience in working as both a developer and a designer, and I believe my ability to speak the 'language' of both of these fields allows me to collaborate well within both realms.

## EXPERIENCE

### User Experience Lead | Remix the Symphony (Practicum for the Indianapolis Symphony Orchestra)

January 2016 - May 2017

- Worked within a team of five fellow students to employ Design Thinking to collaborate with the Indianapolis Symphony Orchestra to develop a multimedia outreach campaign to market to younger audiences
- Created and tested dozens of prototypes using Sketch, Balsamiq, and Adobe InDesign
- Shot, edited, and did post-production on videos using Adobe Premiere and Adobe After Effects
- Used ethnographic research such as user interviews to identify key issues in order to inform the design process
- Performed user testing with over 100 users using industry-standard protocols such as the System Usability Scale
- Wrote and executed UX testing protocols based on principles of Human-Computer Interaction and Usability
- Worked with stakeholders and audiences to iteratively develop prototypes, mockups, and user journeys
- Designed printed materials in Adobe InDesign and Adobe Photoshop for both promotional as well as testing materials
- Used Google Drive to manage and organize project assets for a team working remotely for most of the project
- Did front-end web design and development using Bootstrap and Wordpress to develop interactive experiences and websites

### Graphic Design Intern | Ball State University Foundation

May 2016 - August 2016

- Designed graphics using Sketch, Adobe InDesign, Adobe Photoshop to create event fliers, mass emails, postcards, and large-scale banners
- Used Axure RP to perform a complete UX overhaul for the Foundation Engagement app for better usability and clarity, discovering navigation errors, inconsistent menu structures, and broken links. Used Keynote to implement and execute proposed usability overhaul
- Used Design Thinking protocols and principles to collaborate with Foundation management to propose new solutions to existing design issues

## **IT Support Graduate Assistant | Ball State Career Center**

*August 2015 - May 2017*

- Provided IT support to 25+ Career Center staff, including troubleshooting Windows and Mac OSX systems, hardware repair, and system setup
- Used Excel and Symplicity to code filter data from 3000+ students from campus-wide surveys
- Collaborated with management to plan and execute and to ensure proper tech usage at events, such as career fairs and workshops

## **Data Entry Manager | Williams Comfort Air**

*October 2013 - August 2015*

- Supervised daily activities of a team of 7 data entry agents
- Digitized and transcribed thousands of records from field technicians
- Used Bootstrap to develop an internal workflow website for employees to step them through the process of transcribing field technician records. This website resulted in a huge reduction of employee transcription errors and miscommunications
- Collaborated closely with upper management to propose and develop solutions to automate and streamline processes that were previously entirely manual and time-consuming

## **Graphic Designer | Biomass Engineering and Equipment**

*September 2011- October 2013*

- Used Adobe InDesign, Adobe Photoshop, and Adobe Illustrator to design ads that appeared in national and international trade publications
- Used Adobe InDesign to design catalogs for the company's equipment
- Worked with outside vendors and printers to create brand-specific banners, mailers, fliers, and other promotional materials
- Visited sawmills and other industrial worksites to shoot videos of company equipment in use
- Edited and performed post-production on equipment videos using Adobe Premiere and Adobe After Effects
- Used Cinema 4D to create 3D logos and graphics for company videos
- Performed office management tasks, such as record keeping, package packing and shipping, and handling phone calls and managing company calendars

## **EDUCATION**

Ball State University | Muncie, IN

### **Master of Arts in Emerging Media Design and Development**

*May 2017 - 3.96 GPA*

Academic work focused on Usability and User Experience, Human-Computer Interaction, Design Thinking and Transmedia Storytelling

Presented academic findings at the Pop Culture Association National Conference 2017 and the Game Development Expo 2016

### **Bachelor of Arts in Media Production**

*May 2008*

Academic work focused on media production, including shooting, editing, and post-producing videos, capturing and editing audio, screenwriting, and digital storytelling, as well as project management and handling large-scale, long-term productions such as documentary films