
Passionate about identifying and solving real customer needs.

CONTACT INFO
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EXPERTISE

- **advocating** for users
 - **collaborating** with creatives, engineers, and executives
 - **coordinating** project schedules
 - **defining** user flows
 - **driving** decisions based on user needs
 - **generating** potential solutions quickly
 - **identifying** gaps in processes
 - **providing** solutions
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SKILLS

- Figma (& Sketch)
 - Adobe Creative Suite
 - Office / 365 Suite
 - HTML / CSS
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EMPLOYMENT & EDUCATION

Kellogg Design, LLC

Full-service UX and design services for small businesses and nonprofits. Custom discovery, strategy, and branding culminate in a website tailored directly to the needs of their customers.

- Owner 2020 – Present

Insurance Institute for Business & Home Safety

- Graphic Designer, Senior Designer, Art Director, Creative Director 2000 – 2020

Florida State University

- B.S., Graphic Design

EXPERIENCE

User Experience

Identifying opportunities to improve products and services based on user needs. Conducting research, forming personas, defining user flows, designing prototypes, and testing products for various audiences.

Articulating the needs of the customer and the value to the business through clear documentation.

Developing relationships and alignment across teams to deliver successful solutions.

Full-Suite Creative Services

Turning a vision for a community-oriented, independent bookstore into a brick-and-mortar location and recognized brand. Completing branding, interior layout, construction, and promotion.

Digital Transformation - E-Commerce

Transitioning to an e-commerce web presence based on an in-store experience. Ongoing site design and functionality decisions based on a direct customer feedback loop.

Mentorship & Collaboration

Serving as a mentor for junior designers and creatives. Helping hone their skills and broaden their perspectives from simple aesthetic decisions to addressing the underlying goals and objectives.

Nielsen Norman Group Courses

The Human Mind and Usability
Generating Big Ideas with Design Thinking
Emerging Patterns in Interface Design