

experience

Freelance – Product Designer

August 2023 - Present

Conduct end-to-end product design for startup/small business clients. Translate research into clear product strategy and intuitive, user-centered experiences that support business goals.

Material Plus (formerly T3) – Product Designer

April 2019 - June 2023

Led UX across a portfolio of enterprise projects, improving overall digital performance for Fortune 500 e-commerce, logistics, and QSR brands.

3Ci at The Home Depot – UX Designer

February 2018 - March 2019

Designed and optimized internal enterprise workflows across six web applications, improving data accuracy and efficiency for 3,000+ internal users.

key projects

Chuck E. Cheese (Material Plus) – Party Booking Redesign

Modernized the birthday booking flow across web and mobile to increase bookings by 28%, revenue by 35%, and CTR by 25%.

UPS (T3) – Help & Support Redesign

Rebuilt the Help experience to improve time-to-answer by 29%, satisfaction by 21%, and clarity by 38%.

The Home Depot (3Ci) – IDAT 2.0

Redesigned the internal audit tool resulting in 45% decrease in auditor errors by and 21% increase in number of audits completed.

skills

Product Thinking, Interaction Design, Low to High Fidelity Wireframing & Prototyping, Usability Testing, Design Systems, User Research, Accessibility

tools

Figma, Adobe CC, Framer, Webflow, FigJam, Miro, UserTesting, Notion, Front-end basics (HTML, CSS, component libraries)

education

User Experience Design Immersive, *General Assembly*
Bachelor of Science in Chemistry, *University of Georgia*