



ABOUT

UX Professional with B2B, startup and Fortune 500 experience designing web/mobile interfaces and apps. Strong passion for crafting a delightful UX, while building and growing the UX discipline within companies.

EDUCATION

The University of Tennessee

December 2008

Knoxville, TN

Bachelor of Science in Communications, Journalism Electronic Media/Visual communications

EXPERIENCE

WorldVentures / Rovia

July 2014 - present

Lead UX / IX Designer

Lead designer working specifically on travel products for web, mobile web, and mobile app both Android and iOS. Work with key stakeholders on requirement gathering, wireframing & prototyping, user testing, and final delivery. Also work closely with consumer insights and analytics on developing personas, reviewing data trends, user stories, and A/B testing.

Idea Grove

March 2012 - July 2014

UX Strategy & Design Manager

Managed, designed and delivered projects for 22+ clients in the B2B technology space. Projects included: website design and launches, web redesigns, infographics, ebooks, print design, branding, email design, wordpress support, conversion campaigns, landing page optimization, and video production.

PictureDust

January 2011 - present

Owner and UX Designer

Owner and partner for a unique Photo Booth that's been serving the DFW area for over 5 years. Wrote and designed the initial software that ran the company and created a unique workflow that allowed our customers to snap and print unique memories in just seconds.

Bobum Corporation / Rob Wiley, P.C.

April 2010 - March 2012

Videographer and Web Designer

Provided legal videography and transcript syncing services during depositions for employment attorneys. Designed and managed multiple legal websites and marketing materials.

AWARDS &
CERTIFICATIONS

Certified Practitioner in Conversion Optimization - Direct Marketing Association 2014 - present

Ronnie Dunn - "Cost of Living" Music Video - CMT.com High5 / Appearance on 2013 Grammys / 2M+ views

AMA Marketer of the Year - Contributed design work to a campaign recognized by the AMA

ACTIVITIES

Running, working out, music, photography, videography, scuba diving (Advanced Certified), college football

ADDITIONAL

Proficient in Adobe Creative Suite, Final Cut Pro, HTML/CSS, MS Office, Google Products, Windows/Mac OSX, web hosting, Wordpress, Mailchimp, InVision, Sketch, Zeplin, Principle, UI Animation, Axure, Affinity Designer