

Education

Virginia Tech

Aug 2011 - May 2015

BFA: Visual Communication Design
Minors: Business Leadership,
Art History

European Immersion

May 2013 - July 2013

Graphic design study abroad program in Italy, Switzerland, and Germany including a typographic masterclass with Rosmarie Tissi and letterpress workshop with Lucio Passerini at Tipoteca Museo.

Skills

Product design, UI/UX, UX research, email design, brand & identity systems, Principle prototyping, illustration, graphic design, package design, data visualization, motion graphics, Adobe Creative Suite, Sketch, Invision, Zeplin, Wordpress, JIRA programs

Experience

StreetEasy (Zillow Group) / Product Designer

Aug 2017 - Present

Lead and execute all end-to-end design for Out East, StreetEasy's Hamptons brand. Successfully launched the Out East consumer website, iOS app, Agent Tools B2B platform, and Heading Out content site. Responsible for design across all touchpoints, from brand to product. Collaborate with engineering, product management, marketing, and PR teams, as well as provide creative direction for freelance illustrators.

Urban Outfitters / UI Designer

July 2015 - Aug 2017

Conception and execution of visual design for the UO website. Collaboration with the UX team, developers, digital marketing, and web production team. Projects ranged from a redesign of the product detail page and shop path improvements to redesigning emails on a unified system. Worked with art department to create seasonal assets used for in-store signage and marketing materials.

FourDesign / Graphic Designer

Jan 2014 - May 2015

Faculty-led, student-run digital and print design agency at Virginia Tech. Worked directly with clients from the Blacksburg community and beyond, specializing in branding and identity, print collateral, and web design.

Time Warner Cable / Design Intern

June 2014 - Aug 2014

Internship with the digital team for the TWC Business Class website. Worked with business analysts, and engineering during a marketing campaign and transition to a responsive site. Redesigned the product page, created imagery for the "Business by the Numbers" campaign, developed an icon system, and revamped social media platforms.