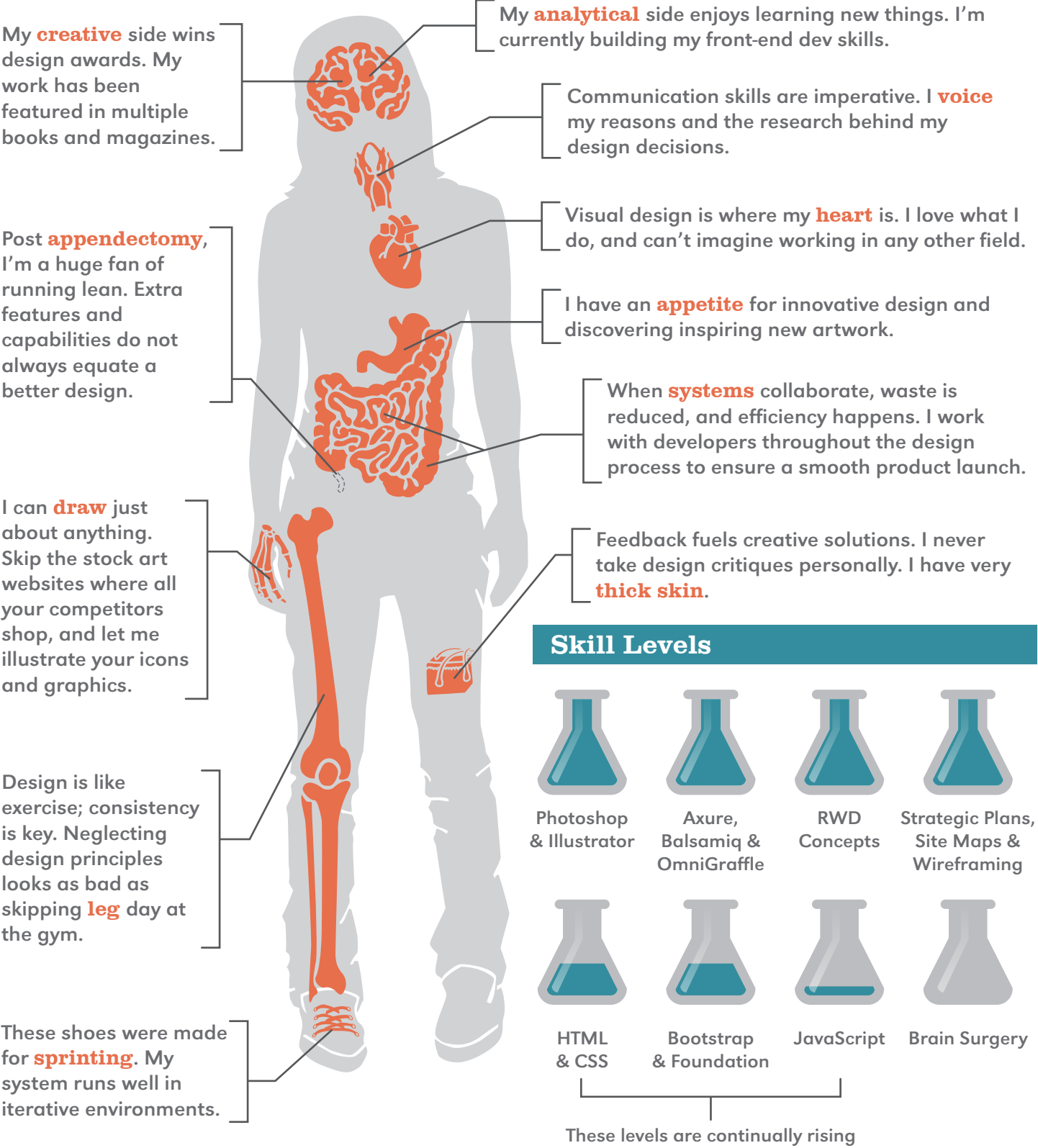




Anatomy of a UX & Visual Designer





One-of-a-kind Experience

2014

RBA Consulting (January 2014 - Present) **Senior UX Architect**

- Created responsive wireframes for websites and applications
- Led collaborative discovery efforts including primary user research, audits of existing systems, and user interviews
- Constructed site maps, user flows, and wireframes based on user research results
- Developed assumption-based personas that guided creative direction
- Advocated for the end user while balancing user needs with business objectives, creative direction, and technical capabilities
- Conducted usability testing sessions and revised site maps and wireframes based on results

2013

Joy Renee Design (September 2012 - January 2014) **UX / UI Designer**

- Designed award-winning logos
- Created responsive designs for websites and applications
- Prototyped software applications with low and high-fidelity tools
- Supported design decisions with research data
- Constructed wireframes for desktop and tablet applications
- Created interface design concepts for an oil and gas permit tracking application
- Performed usability testing

2012

Towers Watson (February 2013 - July 2013) **Contract UX Designer**

- Designed application pages and elements within set style guidelines
- Translated complex business requirements into medium-fidelity prototypes
- Designed user experiences for enterprise-level software
- Organized a database to track prototypes with source files

2009

Aurora Bank, FSB (April 2009 - September 2012) **UX / UI Designer**

- Illustrated custom icons, diagrams, and infographics
- Formulated solutions from observing the user's actions during testing
- Designed all print materials for the nation-wide banking institution
- Presented design concepts and solutions to the CIO and other C-Level executives
- Prototyped and designed mobile applications for financial planning and mortgage services
- Conceptualized and designed user interfaces for desktop and mobile devices
- Collaborated with developers, content managers, and business analysts
- Created component libraries for the developer's seamless implementation
- Managed the creative development cycle to maintain consistency across all platforms

2002

VINE360, LLC (January 2000 - April 2009) **Interactive & Graphic Designer**

- Designed award-winning identities, illustrations, and products
- Designed and coded marketing websites
- Created trend boards, look books, and other sales tools for product lines
- Designed products, packaging designs and style guides for big box retailers including: Target, Nordstrom, Best Buy, Gander Mountain, and CVS Pharmacy

2000

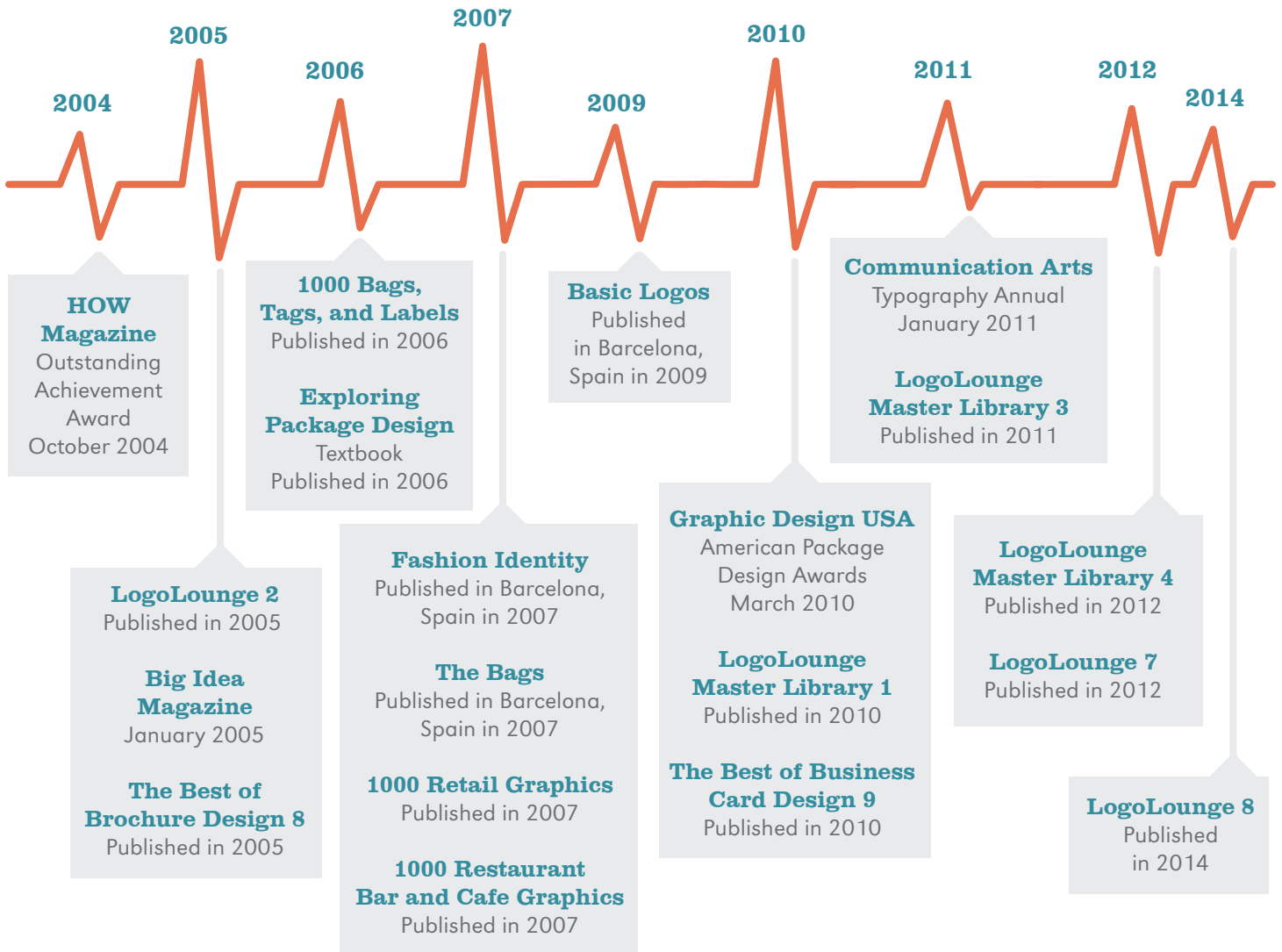
Minneapolis Community & Technical College (2002)

- Web Publishing
- Graduated in 2002 with a 3.9 gpa



Awardogram

My design work has been published in the following books and magazines:



Design Remedies

How do I stave off bad design? These resources are the antidotes for toxic designs and bad user experiences. Preventative maintenance begins with awareness and continuing education.

Effective UI Daily Digest
1x/day

Smashing Magazine.com
1x/day

CreativeBloq.com
1x/day

Lynda.com
1x/week

net Magazine
1x/month

Web Designer Magazine
1x/month

