

## EXPERIENCE

### Contract Product Designer

2025 - Present

- Redesigned and launched the Inn website, stakeholder interviews, and wireframing to drive user centered improvements.
- Created design system to streamline development handoff and maintain design consistency at scale.
- Partnered with cross-functional teams to develop and deliver user centered designs, focusing on enhance accessibility, responsive design, and usability with client objectives.

### Digital Marketing Intern

Aug 2024 - Dec 2024

JBCF Business

- Executed mission aligned marketing strategy across content, branding, and collaborated with internal team to ensure consistent and impactful messaging, achieving an average of 11% increased followers within two months.
- Created promotional content of engaging social media visuals through Photoshop and Canvas.

### Multi-Media Content Creator

June 2023 - Oct 2023

Rochester Institute Of Technology

- Created 20+ STEM storybook illustrations using Adobe Photoshop, Illustrator, and Animator.
- Designed interactive animations with illustrators and developers (Adobe AE, Figma).
- Digitized hand-drawn artwork for print and web production.

### UI/UX Designer

March 2021 - Dec 2022

Rochester Institute Of Technology

- Spearheaded the UI design of PopSign, an educational game application in partnership with Google, improving accessibility for families learning ASL.
- Created interactive prototypes, design systems and game tutorials on Unity using Figma, Protopie and Adobe tools, resulting in improvement in user navigation and a 35%+ increase in game downloads.
- Conducted UX evaluations and collaborated with researchers to iterate designs based on user feedback, leading to more seamless functionality and higher user satisfaction rate.
- Collaborated cross functionally with internal teams to share design elements that enhanced user experience, including interactive buttons and engaging visual effects.
- Developed branding and style guides, and created animations and motion graphics for websites, leading to higher user engagement and brand awareness.

### Graphic Designer Intern

May 2020- Nov 2020

Center For Disability Rights

- Designed visually appealing marketing material, (brochures, flier, and posters) for fundraising events and campaigns.
- Created eye-catching graphics for social media and email marketing campaigns, increasing engagement and reach.
- Managed multiple projects simultaneously, consistently meeting tight deadlines and ensuring successful delivery of materials.

## EDUCATION

### Trine University

MS, 2026

Business Analysis

### Rochester Institute Of Technology

MS, 2022

Professional Studies Focus on Communication Visual Design, Marketing

## SKILLS & TOOLS

Product Design, User Experience Design (UX), Interface Design, WVAG Accessibility, Design Systems, Usability Testing, Design sprints, Responsive Design, Information architecture, Rapid Prototyping, 3D modeling, Animation, Product Management, Data Visualization, Data analysis, Attention to detail, Lifelong learner, Jira, Notion, Asana, MS Office, Figma, Adobe XD, Photoshop, Illustrator, Premiere pro, Animate, After Effects, Cinema4D, Blender, HTML/CSS, Webflow, Wordpress, JavaScript, SQL, Python, R