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UX Designer with 5 years of experience in product and experience design. I'm invested in creating a brighter more creative world through UX and growing my career in themed experience design.

**SKILLS** UX Design & Research | IVI Design | Interaction Design | iOS & Android Development | Design System Management | Brand Guide Design | Prototyping | Project Leadership

**TOOLS** Figma | Sketch | Illustrator | Photoshop | InDesign | Excel | Miro | Jira | Confluence

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## EXPERIENCE

**UX Design Engineer**, Nissan Motor Corporation, *Farmington Hills, MI*

March 2025 – Present

### UX Design

- Translate research insights into wireframes, flows, prototypes, and design recommendations for in-car applications including Personalized Sound, *SignatureFlex Lease* and the *Service* app.
- Create design systems using tokens and components for regional applications.
- Collaborate with engineers to align UI decisions with user data and design system standards using Jira, GitHub, Miro, and Figma.

### UX Research

- Lead competitive analysis, journey mapping, user story generation, and heuristic evaluations to inform design improvements.
- Conduct user research and usability testing for IVI (In-Vehicle Infotainment) systems and connected car experiences.
- Work with suppliers and third-party contractors to develop integrated applications and design improvements.

**Designer**, Nickelodeon Theme Park Marketing Toolkit, Paramount, *Remote*

March 2024 – June 2024

### Brand Strategy & UX Design

- Consolidate comprehensive design systems for Nickelodeon theme parks, creating marketing and in-park materials that align with brand standards.
- Designed versatile compositions, type treatments, and product mockups for advertising campaigns, ensuring a consistent brand image across all touch points for global parks.

**Lead Design Mentor, Apple Developer Academy with Michigan State University, Detroit, MI**  
August 2021 – March 2025

**Instructional Design**

- Co-developed curricula on design thinking, UX/UI, and interaction design for 200+ students per year.
- Designed inclusive learning materials on design systems, information architecture, and UI best practices including workshops, labs, presentations, and gamified learning platforms.

**UX Design & iOS Development**

- Assisted in the design and development of an internal credentialing app, developed iconography, badges, stationary, and internal marketing materials for the academy.
- Mentored 80+ student-led projects in UX and Swift, ensuring alignment with Apple HIG and accessibility standards.
- Provided feedback on wireframes, prototypes, and app store submissions to refine user flow and functionality.

**Leadership**

- Led a team of designers through curriculum development, design workshops, and peer mentorship.
- Collaborated with program leadership to refine instructional strategy and improve outcomes for multidisciplinary teams.

**Digital Designer, Sinclair Creative, Detroit, MI**

March 2017 – Present

**UX Design**

- Create unique brand identities, websites, and marketing materials, and interactive event experiences for small to midsize clients across industries.
- Built high-fidelity prototypes, brand guides, motion graphics, and stationary using tools Figma, Sketch, Adobe Illustrator and After Effects.

**Research & Strategy**

- Apply user insights and client data to improve product usability and audience engagement.

**Project Management**

- Manage project timelines, contractors, and logistics for creative and experiential campaigns.

**UX Instructor (Contract), Apple Code to Career Program, Boys & Girls Club of SE Michigan**

May 2021 – August 2021

**Instructional Design**

- Delivered a human-centered design curriculum focused on the app development life cycle.
- Guided students through research, wireframing, and iteration based on usability principles.

## **UX/Marketing Associate, ScaleCo Capital, Cleveland, OH**

October 2020 – June 2021

### **UX Research**

- Conducted competitive analysis, interviews, and usability testing to optimize client branding strategies across a portfolio of companies

### **Content Design & Strategy**

- Designed stakeholder presentations grounded in research insights and KPIs to guide marketing decisions, helping to grow business by 15% within 6 months.

## **Brand Supervisor – Beauty, Victoria's Secret, Akron, OH**

August 2016 – August 2019

### **Brand Experience & Visual Merchandising**

- Directed in-store design execution aligned with corporate brand standards.
- Partnered with corporate design and merchandising teams to implement and assess brand tests, using KPI to refine strategies.
- Evaluated test displays and strategies using sales and customer engagement data.

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## **EDUCATION**

*Master of Science, User Experience Design, Kent State University*

*Bachelor of Science, Fashion Merchandising, Kent State University*

## **ORGANIZATIONS & RECOGNITION**

*Senior Manager Recognition, Nissan Motor Company, September 2025*

*Featured Speaker, IXD2 Detroit, March 2025*

*Programming Chair, AIGA Detroit, 2023-2024*

*Member, IAAPA, Since 2022*

*Featured Distinguished Educator, Apple, 2022*

*Member, Delta Sigma Theta Sorority Inc., Since 2016*