

Professional Experience

Lead User Experience Researcher, Freddie Mac, 2018-Present

- Combine human-centered design principles with quantitative and qualitative research methodologies to gather solution-driven data
- Convey research insights and recommendations using wireframing, mockups, journey mapping, and findings reports
- Introduced and continue to implement UX research methodologies that have become organizational protocol for its creative process
- Collaborated with internal teams to increase user efficiency during the launch of the Freddie Mac Single Family, CRC and Guide websites

Consumer Behavioral Researcher- Team Leader, EnviroSell, New York, New York, 2015-2018

- Led a team to conduct first-hand consumer behavior path-to-purchase retail research on a global scale
- Administered a multitude of research methodologies including surveys, management interviews, in-store camera research, first person observation, and eye-tracking
- Analyzed collected field data to uncover consumer patterns and commonalities

Visual Designer, EnviroSell, New York, New York, 2016-2018

- Lobbied for and implemented design techniques to projects that led to the creation of the Visual Design position
- Performed multiple roles (management, strategy, design) throughout completion of visual design projects
- Collaborated with the project teams and clientele to synthesize reports, build customer journeys, and create visual stories through data and insights

Videographer, Fonash Wedding Videography, Scranton, PA, 2018-2019

- Prepped cameras, tripods, microphones, and performed other equipment set-up prior to and throughout weddings
- Captured proficient video essential to the development of final video cut
- Collaborated with editors to compile footage and work hone pre and post production skillset

User Experience Designer, Burnt Creative Agency, Savannah, GA 2014-2015

- Strategized and designed user friendly children's educational products for 'Success Reading' website
- Created wireframes, developed prototypes, and completed usability tests for Simply Natural Alpaca clothing
- Strengthened design processes through the introduction of ideation techniques and methodologies to creative team

Education

WHERE

SCAD-Savannah College of Art and Design

WHAT

Double BFA: Service Design, Industrial Design

WHEN

2009-2013

Areas of Expertise

User Experience Research and Design
Quantitative/Qualitative Methodologies
Digital Marketing
Consumer Behavioral Research
Prototyping/Usability Testing
Contextual Research Methods
Information Architecture
Double Diamond Process
Agile Methodologies
Project Management
Strategic and Analytical Skills
Service Design
Industrial Design

UX/Collaboration Tools

Adobe CC
Adobe XD, Sketch, Figma
Mural
Invision
UserZoom
Optimal Workshop
Hotjar, Google Analytics, Foresee
Wrike, Robohead, Asana

Awards/Certifications

2 SPOT Awards: Freddie Mac 2021
200+ Yoga Hours: Yoga Alliance 2020

About

Mindful Yoga
Mama Bear
Tactical and Adaptable
Passionate Creative
Psychology Enthusiast
Always Growing

