

EXPERIENCE

Freelance Designer • Ongoing

Produce digital/print materials for a variety of organizations including corporations, marketing groups, social/professional networks, retailers, and junior high through college-level schools
Maintain strong business practices via client communication, invoice utilization, and project archival

Walgreens
Chicago, IL

Senior Interaction Designer, Digital Health • Spring 2014 - Present

Completed redesign of prescription refill hub experience utilizing design and UX skills which increased conversion by 1.5% and cut page load time in half, resulting in an impact of over \$50MM/year
Led design of new adaptive user health dashboard—including research, concepting, and implementation
Produced storyboard and design of high-profile national health conference presentation delivered by the Executive Vice President of Walgreens Boots Alliance and President of Walgreens
Create new aesthetic for health and wellness posts via animated infographics and custom photo editorials
Interact with UX designers to create intuitive user flows and functional prototypes for usability testing
Collaborate with standards team to create UI design standards for consistent cross-site experiences

**Wrapports/
Sun-Times Media**
Chicago, IL

Senior Designer • Fall 2011 - Spring 2014

Focused on UX/UI solutions and technology-driven product/app design within internal agency
Created B2B/B2C multimedia campaigns for various marketing, sales, and promotional objectives (including 40+ Chicago Sun-Times brands) through visual and written solutions

Norvax
Chicago, IL

Web/Graphic Designer • 2011

Acted as creative lead on GoHealth Insurance site redesign by utilizing UX/UI skills and data analysis
Contributed B2C web interactions and digital/print collateral to GoHealth Lead Generation team

Alliance Creative Group
Chicago, IL

Art Director/Copy Editor • Spring 2010 – Spring 2011

Rebranded IMAGE Chicago Magazine as sole designer of issues, including brand styles and ad creation
Developed web customizations, identity system projects, package design, and promotional materials

Essence Photo & Video
Schaumburg, IL

Photo Editor • Fall 2009

Retouched photographs through color correction, blemish removal, and noise reduction techniques
Produced digital slide shows and uploaded photos to various online viewing and purchasing directories

Blue, Inc.
Des Moines, IA

Plans Book Director • Fall 2008 - Spring 2009

Edited copy and created consistent visuals across all materials while delegating duties to team members
Presented multimedia campaign with pitch team at 2009 AAF National Student Advertising Competition

SKILLS

Proficient in Adobe Creative Suite and Microsoft Office. Knowledgeable in Mac and PC platforms.

HONORS

Golden Boot Award recipient for standout employee performance, 2015
First Place for Best Promotion to Build Circulation and/or Readership,
2012 Local Media Association Advertising & Promotions Contest
People's Choice Award, 2007 Crossroads Entertainment Conference Showcase
Art Directors Association of Iowa scholarship recipient, 2009
Drake Relays logo competition winner, 2007 & 2009

EDUCATION

Drake University, Des Moines, IA • 2009 Magna Cum Laude graduate
B.A. in Graphic Design & B.A.J. in Creative Advertising
Studio Art Centers International (SACI), Florence, Italy • 2008 study abroad experience

