



## EXPERIENCE

### USAA, Austin | Lead Designer, Reveille Design System

March 2017 - Present

Collaborating with a team of designers and developers to research, design, test, and document an enterprise library of reusable components and patterns that streamline efficiencies for design and dev teams across the company. Writing guidance for component usage, testing for WCAG accessibility, and conducting user research to evolve the design system and improve user experience.

### Volusion, Austin | Senior Web Designer

January 2013 - March 2017

Directing multiple concurrent projects from concept to delivery. Managing and leading a team of designers and interns to create user-friendly, responsive e-commerce sites for external clients. Working with developers to improve internal workflow, create prototypes, and implement site redesigns.

### Kelly Hanner Design, Austin | Principal Designer

May 2009 - March 2017

Partnering with small businesses to develop unique design solutions for identity, packaging, marketing collateral, and advertising under tight deadlines.

### BuildASign, Austin | Visual Designer

November 2010 - November 2012

Worked with marketing and dev teams to create e-commerce sites, print collateral and digital marketing campaigns for a diverse suite of 5 e-commerce brands. Defined a cohesive aesthetic for Easy Canvas Prints as the design lead. Gained 30,000+ Facebook fans with successful marketing design, and boosted site conversion by 1% in less than a month with a homepage redesign.

### Pentagram Design, Austin | Design Intern

September 2009 - May 2010

Worked closely with DJ Stout and his team on multiple complex design initiatives including branding, identity, web design and publications for LL Bean, The Harry Ransom Center, Maudie's Tex-Mex, and The Perot Museum.

### McGarrah Jessee, Austin | Freelance Designer

March - May 2009

Collaborated with creative director and senior designers to create advertising and promotional materials for Frost Bank, Whataburger, and Shiner Beer.

## EDUCATION

### Texas State University-San Marcos

BFA in Communication Design, 2006 - 2008

Graduated Summa Cum Laude

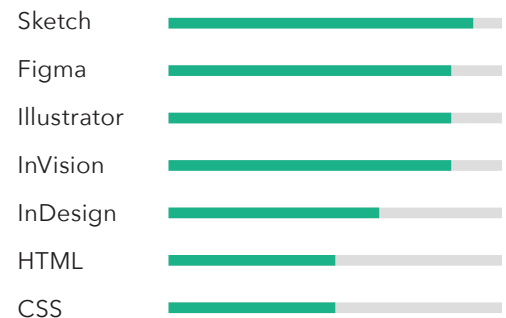
### Austin Community College

AAS in Communication Design, 2002-2005

## FOCUS

Creating thoughtful, elegant designs that adhere to web and UX best-practices. I dive into complex projects with enthusiasm and quick iterations to attain the ideal solution. I'm curious and endlessly improving my problem-solving skillset, compositional eye, and typographic sense.

## SKILLS



## INTERESTS

Rock climbing

Pedalling around Portland on my Raleigh

Perfecting my coffee ritual

Discovering Portland and snapping photos of cool retro signage

Planning another trip to India



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