

Creative, problem-solving design professional with experience in brand design, front-end development, interaction design, and UX/UI. Skilled in leading and working across functions throughout all facets of production to ensure adherence to brand standards, cohesion, business objectives, as well as translating designs across multiple platforms, devices, and products. Proven ability in communicating with internal and external stakeholders to outline overarching goals and delivering compelling design elements while advocating for the user. Recognized for identifying and maintaining focus on industry trends, emerging platforms, and patterns, resulting in improved retention.

EDUCATION

Seattle Central College
Creative Academy
A.A. in Graphic Design

University of Oregon
B.A. in Sociology

AREAS OF EXPERTISE

- User Experience/User Interface
- Product Design
- Design Direction
- Branding & Product Development
- Accessibility
- Wireframing & Storyboarding
- Design Language Guidelines
- Design Systems
- Adobe CS, Sketch, Figma
- HTML, SASS, JS Libraries, Build Tools
- Frameworks, Methodologies & Code Standards
- Prototyping (Flinto, Framer, XD, HTML/JS)

EXPERIENCE

(2013 - 2019)

DESIGN DIRECTOR

Hone Agency at DCG ONE - Seattle, WA

Led creative and design direction for various brand and awareness campaigns for clients including American Express, S&P Global, FINE HOTELS & RESORTS, KUOW (NPR), Seattle Seahawks, Pittsburgh Steelers, Seattle Sounders FC, FC Dallas, and NHL Seattle. End-to-end experience and visual design, customization and development of large-scale consumer finance products, rewards programs, and creative campaigns. Collaborated with technical and compliance teams to produce interactive prototypes and maintain quality control, best practices, and accessibility.

- Successfully designed compelling digital experiences, including responsive websites, landing pages, native apps, and AR to ensure cohesive digital design for customized experiences.
 - Collaborated with researchers to plan and execute user testing to maximize success.
 - As a key contributor, grew a four-person team into a profitable full-service creative agency.
 - Launched company rebrand, resulting in improved visibility.
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EXPERIENCE *cont.*

(2011 - 2013)

CO-FOUNDER / PARTNER

Lueck, Braithwaite & Associates - Seattle, WA

Owned and operated a design firm, providing consultative, user experience, and development services to clients including Major League Soccer, Seattle Seahawks, Seattle Sounders FC, and Vancouver Canucks. Communicated with clients to outline overarching objectives, delivering innovative insight into market changes, and providing guidance on extending and developing custom content on CMS

- Improved client retention through the development and implementation of comprehensive digital experiences, including content, microsites, visual design, and branding; rolled-out a website for Seattle Sounders FC which was later on-boarded for all Major League Soccer organization.
- Company was acquired by DCG ONE in 2013.

(2009 - 2011)

UX DESIGNER

55Zero - Seattle, WA

Led user experience and UX for web applications, including dashboards, portals, and administration websites. Presented design solutions to key stakeholders and provided constancy with visual design efforts.

(2009)

ART DIRECTOR

IDEA Integration - Bellevue, WA

Provided direction and support, designed and animated interactive product demos and assisted in new business efforts.

(2004 - 2008)

SENIOR DESIGNER

Morse Best Innovation - Seattle, WA

Led visual design efforts for multiple platforms and form factors, including information design, marketing materials, and website. Storyboarded, designed, and animated product demos. Designed branding systems, printed collateral and packaging, and assisted in new business efforts.
