



User Experience Designer,  
Researcher, Strategist

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## Education

### Savannah College of Art & Design (SCAD)

Savannah, GA. B.F.A. in Graphic Design, May 2014.  
G.P.A. 3.92, Dean's List Honors, Summa Cum Laude.  
Received SCAD Academic and Artistic Scholarships.

## Experience

### UX Designer at Southwest Airlines

Dallas, TX. April 2018 - present.

Advocating for Southwest Customers on a lean team of designers. My role includes aspiring to improve the desktop, iOS, Android, and mWeb booking & self-service experiences for both dotcom and Southwest Business within the Marketing Digital Products team. Responsibilities include seeing through design projects from early strategy through launch & beyond, leading & facilitating full-week design sprints, analyzing user research data to inform the design, and fostering inclusivity by designing accessible Customer experiences.

### User Interface Designer at Availity

Richardson, TX. April 2015 - April 2018.

Represented the UX team as the only designer in the Richardson office, focused on web apps with the goal of reducing insurance paperwork for healthcare providers. My role included evangelizing design thinking & accessibility, facilitating workshops, conducting user research and following through with iterative design in support of the software development teams in Richardson & Jacksonville, Florida.

### UX Designer at AT&T

Dallas, TX. June 2014 - April 2015.

Contracted by Tekzenit to design AT&T Network On Demand, a self-service tool for network administrators to purchase and manage software defined networks for enterprise.

### Participant of Fossil, Inc. & SCAD Collaboration

Savannah, GA. September 2013 - November 2013.

SCAD collaborated with Fossil to produce concepts for timepieces that embody the best of SCAD's design talent and Fossil's expertise in watch making.

### Graphic Design Intern at Push Productions

Tomball, TX. July 2013 - September 2013.

Designed signage, vehicle wraps, screen-printing, branding, web components and ad placements for small business clients in the Houston area.

### SCAD Admissions Student Ambassador

Savannah, GA. November 2011 - May 2014.

Represented SCAD as a student leader by providing engaging bus tours to prospective students and families, serving the community, and training new ambassadors. Frequently awarded for excellence in student leadership.

## Certifications

### UX Certification

- Nielsen Norman Group certified, December 2021.

### Accessibility for Web Developers

- SiteImprove certified, May 2020.

### Design Thinking for Innovation

- Coursera certified, University of Virginia, July 2018.

## Skills & Software

### Design & Prototyping

- Sketch, Figma, Axure RP, InvisionApp, Adobe Creative Cloud (Including Illustrator and Photoshop).

### User Research & Analytics

- UserTesting, UserZoom, Qualtrics for conducting usability testing and analyzing qualitative user data.
- Adobe Analytics, Splunk, Google Analytics, Piwik, and Qualtrics for analyzing quantitative data.

### Collaboration Technology

- Proficient with Microsoft Teams, Zoom, Slack, Milanote, Miro, and more.

### Other Skills

- Trained in facilitating UX workshops, design sprints.
- Trained in Agile Velocity, Lean Six Sigma process methodologies.
- Designing and maintaining UI components/libraries.
- Familiar with frameworks such as Bootstrap & Wordpress.
- Some proficiency with HTML/CSS.

## Community Involvement & Accolades

### UX Designer, Dallas GiveCamp

- October 2017 - present. Contributed design expertise over several hack-a-thon weekends for non-profit organizations such as SPCA of Texas, Gift of Reading, and C.A.L.E.B.

### Lead/Co-lead, Southwest Airlines Culture Committees

- Ronald McDonald House Marketing Committee in 2020, Hybrid Culture committee in 2021, lead actor/singer in Marketing Halloween skit awarded Best Overall and People's Choice in 2020.

### Participant, Southwest Airlines Choir & Brass

- Choir participant since Fall of 2018. Designed brand-approved logo and lead polo shirt coordination with the vendor for 2019 and 2021.