

## EXPERIENCE

### Disney Parks and Resorts Digital — Glendale, California 2013 - Present

#### Digital Designer

- Works with interaction designers, copy writers, and product to create world-class immersive digital experiences on websites and apps for premium Disney vacation brands
- Created and led the Disney Annual Pass native app experience including sales, upgrades, and renewal user flows
- Identified testing opportunities for Disney Parks and Resorts Digital's first Testing and Optimization program for native apps
- Redesigned and streamlined the Disney Annual Passholder experience for monthly payment plans
- Reimagined the Aulani website with responsive functionality and updated branding
- Partner with tech teams to ensure all work meets corporate brand standards

### Williams-Sonoma — San Francisco, California 2013

#### eCommerce International UX Designer

- Built and stylized detailed wireframes and responsive design concepts for international brands Pottery Barn, Pottery Kids, West Elm, and Williams-Sonoma for Australia and UK
- Collaborated with executive team to improve the interface and user experience of the websites
- Established and maintained style guides across desktop, mobile, and tablet platforms
- Led team of designers, clarifying objectives to ensure timely delivery

### Freelance — San Francisco, California 2012 - 2013

#### UX Designer

- Created navigational flow, interface design, and overall user experience for start up
- Collaborated with clients to design logos and business signage at Blink Marketing
- Designed new modernized identity and wireframes for Gizmo Global's branding and website

### Catchword Branding — Oakland, California 2012

#### Graphic Designer

- Developed simple solutions to increase visual appeal of client presentations
- Designed informational documents for company including how-to guides for their corporate website

### Spectrum Communication Design — Sydney, Australia 2011

#### Graphic Design Intern

- Created personalized design and typeface used for company's credentials
- Attracted new clients by creating visually appealing promotional designs

### Karen Hess Marketing Communications — Cleveland, Ohio 2010 - 2011

#### Analyst and Web Assessor

- Analyzed ways to enhance the aesthetic layout and interface architecture of various client websites

## EDUCATION

Purdue University West Lafayette, Indiana

Bachelor of Arts in Visual Communications Design - 2012

## SOFTWARE SKILLS

Sketch, Photoshop, Illustrator, InVision, InDesign, Word, Excel, PowerPoint, Keynote