

AREAS OF EXPERTISE

Agile Development

Brand Strategy

Data Analysis & Research

Functional Prototyping

React Web Development

Strategic Communication

UI Design

User Journey Mapping

User Research

UX Design

Wireframing

PROFESSIONAL EXPERIENCE

Brand Strategist & Developer

Beetle & Frog Design, LLC.

09/2016 - Present

Design agency specializing in brand design, marketing, and strategy, implementing user-centric design for businesses of any size.

Corona, CA

Achievements/Tasks

- Managed dozens of recurring clients in various industries such as aerospace, entertainment, professional services, technology, and more.
- Managed and organized a remote on-demand team of three people.
- Maintained multiple cloud servers and CI/CD pipelines for remote deployment.

Digital Designer

Aeries Software

07/2019 - 07/2021

Student Information System software company used by most public and private school systems in California and Texas.

Orange, CA

Achievements/Tasks

- Spearheaded the design and development of Aeries.com and Student / Parent Portal iOS & Android applications.
- Reimagined the Aeries Brand with the Aeries Design Language design system making all customer-facing assets cohesive.
- Lead design-ops on AeriesCon design assets and handouts for on-site and digital marketing.

UX/UI Designer

Multimedia, LLC.

04/2018 - 07/2019

Full-service provider of live streaming video platforms and online community forums.

Lake Forest, CA

Achievements/Tasks

- Used user-testing data to reimagine the user interface to streamline purchase flow and increased revenue by 18%.
- Implemented interface optimizations that lead users to spend more time on the website and increased user signups.
- Lead end-to-end development and deployment of mobile broadcasting solution.

EDUCATION

Associate of Science in Multimedia Technology

ITT Technical Institute

08/2006 - 08/2008

Henderson, NV

TECH SKILLS

Software

Adobe Creative Cloud, Atlassian, Balsamiq, Blender, Figma, GitHub, Google Workspace, Microsoft Teams, React, Signal, Slack, Vue