



## Designer | Developer

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## Skills

UX / UI Design

Prototyping

Branding

Illustration

Project Mgmt

Development

Strategy

## Tools

Figma

Sketch

Photoshop

Illustration

JavaScript

React

NextJS / Gatsby

CSS / SCSS

CSS in JS

Visual Studio Code

GIT

GSAP / Framer Motion

## Experience

### FORM Kitchens

Entirely online, direct-to-consumer kitchen renovation company.

- Led design & development of the latest version of the FORM marketing website.
- Led design & development of the initial version of FORM's online catalog.

### Wheelhouse

Revenue management platform specializing in demand-driven pricing & market analytics for the short-term rental industry.

- Helped define the overall brand identity and marketing site in partnership with Twin Forrest.
- Led design on the pricing personalization experience allowing Wheelhouse to separate itself from the competition.
- Led design & helped develop Wheelhouse Pro, Market Reports and Competitive Sets.

### Lyric

Tech and data-powered real estate and hospitality company redefining the future of living for the modern business traveler.

- Helped define the overall brand identity and marketing site in partnership with Design Studio.
- Prototyped the initial customer journey, from discovery through to checkout experience.
- Led design on Lyric's first operational product, Tidy, an on-site cleaning & maintenance application.

### iCracked

Worldwide on-demand, trade-in and insurance service for iOS and Android devices.

- Helped define, design & build out the overall brand identity and marketing site.
- Designed the repair & trade-in on-boarding & checkout flows.
- Led the design of iCracked's third product offering, the Advantage insurance program.

## Education

**Makersquare** – Advanced Software Engineering Immersive | California 2015

**Western Technical** – Graphic Design & Marketing | Wisconsin 2009 — 2011

**Univ. of Wisconsin – La Crosse** – Marketing | Wisconsin 2006 — 2008

### Product designer • Contract

NYC | Remote 2020—2021

### Sr. Product designer • Full-time

San Francisco, CA 2015—2018

NYC | Remote 2019—2020

### Sr. Product designer • Full-time

San Francisco, CA 2017—2018

NYC | Remote 2018—2019

### Product designer • Full-time

Redwood City, CA 2012—2015