

I am a Web and Graphic Designer with years of experience in digital advertising and marketing strategy.

## EDUCATION

Epicodus, Portland, OR  
CSS & Design Course, 2017

Aveda Institute, Portland, OR  
Esthetics and Makeup Artistry,  
Certified Esthetician, 2013

Santa Clara University  
Bachelor of Arts, Communication  
Graduated Cum Laude, 2007

Imperial College, London, UK  
Studies Abroad Program, 2005

## TOOLS & PROFICIENCIES

- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe Xd
- Adobe After Effects
- Adobe Dreamweaver
- Figma
- InVision
- Responsive Web Design
- Animation
- Icon / Logo Design
- HTML / CSS

## EXPERIENCE

Shift Paradigm  
Lead Designer

Austin, TX  
2018 - Present

- Design clean, innovative, responsive emails and web pages for a wide range of B2C and B2B companies that ensure the consistency and quality of their brand messages
- Manage the entire design process for multiple clients, from scope approval to final deliverables, to ensure deadlines are met
- Mentor junior designers on the Creative team via ongoing training and weekly meetings

## EXPERIENCE

### SightWorks

Portland, OR

Design & Frontend Developer Intern

2017

- Researched market and best practices of user onboarding for a new digital product
- Created hi-fidelity interactive user onboarding journeys in Sketch and InVision
- Developed a library of reusable, responsive React components

### Natural Glow PDX

Portland, OR

Esthetician & Makeup Artist

2014 - 2018

- Independently owned a profiting beauty services business serving over 150 clients
- Built the company website and designed all promotional marketing materials
- Oversaw all aspects of the business, from scheduling and book-keeping to client care

### Google, Inc.

San Francisco, CA

Media Sales Lead & Account Strategist

2007 - 2013

- Optimized the online advertising campaigns for 100+ small to large businesses
- Successfully exceeded revenue quotas for 10 consecutive quarters for my book of clients
- Produced educational videos and lead advanced trainings for Online Sales teams

### Santa Clara University

Santa Clara, CA

Research Assistant, Communication Department

2004 - 2006

- Researched 100+ civic engagement websites that targeted young women
- Conducted extensive, written research on various political online games
- Co-authored two published articles in esteemed journals