

EDUCATION

Academy of Art University

San Francisco, CA

BFA, Graphic Design

Package Design emphasis

University of California (UCSB)

Santa Barbara, CA

MA, Cultural Perspectives

and Comparative Education

University of California (UCLA)

Los Angeles, CA

BA, English Literature,

Creative Writing emphasis,

Education Studies Minor

COMPUTER SKILLS

Figma

Sketch

Adobe Creative Cloud

Microsoft Office

Google: Slides, Docs, Sheets, Jamboard

HTML / CSS: basic working knowledge

EXPERIENCE

Salesforce / Sales Org: Q Branch Deal; Communications, Media & Technology

Lead UI/UX Designer and Storywriter / San Francisco, CA / July 2016 – current

- › Create immersive customer experiences for executive enterprise clients through live demos and framed within context of visionary storytelling.
- › Develop transformative ways to utilize technology including, but not limited to: cross-Salesforce cloud products, mobile apps, social media, AR, VR, voice-control, and IoT.
- › The United Way demo: resulted in a Salesforce partnership with The United Way to launch Philanthropy Cloud—the next generation philanthropic cloud platform.
- › Six Flags demo: incorporated as Salesforce's Travel and Hospitality vertical demo
- › Clients: *JPMorgan Chase, Uber, NBCU, Six Flags, Logitech, Ubisoft, PepsiCo*

Microsoft / Design R&D, Windows Design Group: Storefronts and Services

UX Designer 2 / Redmond, WA / Feb 2014 – July 2016

- › Designed and evolved a cohesive Microsoft web framework which includes a library of components, patterns, layouts, and guidelines applied across all Microsoft web properties. Partner teams include Store, Accounts, Xbox, and Apps.
- › Improved consumer experiences on Microsoft.com by examining personalized content, compelling brand stories, ease of use, and customer conversion.
- › Increased customer engagement in Microsoft ecosystem by designing Edge Default homepage to include points of entry for Store and partner content.

Microsoft / Windows Brand and Marketing Group

UX Designer 2 / Redmond, WA / Dec 2012 – Feb 2014

- › Created and refined Windows brand evolution through vision work.
- › Strengthened brand consistency through intra-team collaborations.

Tommy Bahama Headquarters

Brand Designer / Seattle, WA / June 2012– Nov 2012

- › Designed large-format environmental visuals for NYC flagship store opening.
- › Established visual language for 2013 internal holiday program.
- › Created 20th Anniversary logo and supporting campaign pieces.

Hornall Anderson (acquired by Sid Lee, 2020)

Brand Designer / Seattle, WA / Sept 2010 – June 2012

- › Sole designer under creative director for Quaker Kids' Global identity and packaging redesign. (US, UK, and Canada)
- › Identity refresh for My Kid's Dentist became total re-brand after successful initial identity presentation.
- › Created 50+ icons and graphics for environments, packaging and print.
- › Clients: *Microsoft, Starbucks, Frito-Lay, Hershey's, Quaker*

Bath & Body Works

Designer, Web Design Team / Columbus, OH / Apr – Jul 2009

- › Created e-commerce concepts and assets for emails and website.
- › Designed 5-7 emails per week in 2-4 day time frame.
- › Reached up to 15 million viewers and generated up to \$350,000 per email in 48 hrs.

MORE WORK EXPERIENCE

Fitch / Contract Designer, Environmental Design / Columbus, OH

UCSB Sociology Department / Teaching Assistant / Santa Barbara

Koen & Co / Freelance Illustrator / The Netherlands

CIDO / Bilingual Kindergarten Teacher / Taiwan

Jet Programme / High School English Teacher / Japan