

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

Adobe Creative Suite
Sketch
Microsoft Office
HTML / CSS: working knowledge

EXPERIENCE

Salesforce, Enterprise Business Unit: Q Branch

Demo Engineer UI/UX / San Francisco, CA / July 2016 – current

- › Create immersive customer brand experiences through live demos and visionary stories interwoven with a strong social networking component.
- › Develop new ways of utilizing technologies including, but not limited to: cross-Salesforce cloud products, mobile apps, social media, AR, VR, voice-control, and IoT.

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

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

- › Helped create a cohesive Microsoft Design Language system that includes web framework, components, and patterns to be applied across all Microsoft web properties and available on getmf.com. Many sites receive billions of hits per month.
- › 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

Designer / Seattle, WA / June – Nov 2012

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

Hornall Anderson

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 presentation.
- › Created 50+ icons and graphics for environments, packaging and print.
- › Clients: Microsoft, Starbucks, Frito-Lay, Hershey's, Quaker Oats

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.

Fitch

Contract Designer, Environmental Design / Columbus, OH / Oct – Nov 2008

- › Created way-finding and POP signage, packaging for Walmart holiday pitch.

INTERNATIONAL EXPERIENCE

The Netherlands / Koen & Co / Freelance Illustrator / 2009 – 2010

Taiwan / CIDO / Bilingual Kindergarten Teacher / 2000 – 2002

Japan / Jet Programme / High School English Teacher / 1998 – 2000