



EXPERIENCE

ATTCK

User Experience Designer, November 2015–Present (New York)

- Designed the user experience for websites and apps
- Created user flows, journey maps, sitemaps, wireframes, and prototypes
- Conducted user surveys
- Prepared presentation decks with research findings and recommendations for redesign
- Critiqued client designs
- Developed responsive sites using WordPress (PHP), CSS/SASS, HTML, JQuery

HUGE

User Experience Trainee, June–August 2015 (Brooklyn)

- Redesigned Huge's time-tracking system for desktop, mobile, and watch
- Conducted user surveys and interviews
- Created user flows and journey maps
- Created wireframes and prototypes through four iterations
- Tested prototypes with users
- Aligned user needs with the goals of resourcing and project managers

UNIVERSITY OF ALBERTA DIGITAL STRATEGY

Web Designer and Front-end Developer, 2003–2015 (Edmonton)

- Determined web strategy by working with clients, analytics team, and UX/design team
- Created site architecture and wireframes based on business and user goals
- Developed responsive sites using Bootstrap, CSS/LESS, and HTML
- Supported the University's brand by using their official colours, typography, and logos
- Supported users on a Sitecore CMS through three campus-wide content migrations

LOVERS AND HATERS

Independent Fashion Designer, 2011–2015 (Edmonton)

- Designed and produced apparel and accessories for my own label, Lovers and Haters
- Designed business cards, packaging, hang tags, and merchandise displays
- Sold my designs at local markets and the FIT Style Shop

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Associate in Applied Science, Fashion Design, 2011–2012

- Researched fashion brands, trends, and markets
- Designed garments through sketching, draping, and patternmaking
- Sourced materials and constructed garments
- Drew technical flats in Illustrator and created tech packs with Web PDM

UNIVERSITY OF ALBERTA

Bachelor and Master of Arts, English

- Studied English literature, writing, graphic design, history of modern art
- Completed a thesis on modernism and popular culture in the 1920s

TOOLS

- Sketch, Illustrator, Photoshop, InDesign, InVision, Lucidchart, Github
- HTML5, CSS3, SASS, Bootstrap, WordPress, Sitecore

OTHER PROFESSIONAL EXPERIENCE

- Fashion Design Intern, Valerie Dumaine and Jennifer Glasgow Design
- Editorial and Design Assistant, University of Alberta Press
- Technical Writer and Systems Trainer, Pre Print Inc.