

SKILLS

Product Design | Design Systems | Digital Marketing | Human Centered Design

EXPERIENCE

EXPAND Digital Solutions • Co-Owner

Jun 2019 – Present

UX/UI Designer

- Establish product specifications with clients and lead the design process while implementing lean and agile UX methodologies
- Drive the design process by utilizing UX tools such as wireframes, Adobe XD, Figma, prototypes, and mockups.
- Collaborate with our software engineer throughout the development process to ensure project feasibility, communicate client needs, and explore solutions
- Implement product measurement tactics with our clients to ensure continuous improvement

Universal Auto Hail Repair • Office Assistant

Jun 2020 – Aug 2020

- Assisted customers in the repair experience by showcasing attention to detail and troubleshooting any issues
- Monitored shop performance and created a daily project status report with members of various functional teams

University of Arkansas • Off-Campus Mentor

Aug 2019 – May 2020

- Motivated students to engage with various programs offered by the University while helping identify growth areas
- Collaborated with students to work on necessary skills by following up with clear action items to better their academic and personal well-being
- Communicated daily with students to strengthen valued relationships and monitor their academic performance

Facebook • Fellowship Program

Spring 2020

Participated in a program designed by Facebook intended to teach students various digital marketing skills with the goal to be paired with a local business and drive a new online strategy.

CERTIFICATIONS

Adobe Creative Suite: Photoshop & InDesign

Google UX Design Certificate

EDUCATION

University of Arkansas, Sam M. Walton College of Business

Bachelor of Science in Business Administration, May 2021

Major: Business Management

Concentration: Small Business and Entrepreneurship

Minor: Marketing

INVOLVEMENT

SAKE (Students Acquiring Knowledge Through Enterprise) • Team Member

Product Development Lab

- Joined SAKE Product Development team and the opportunity to experience the product development process from original ideation to plans to commercialize
- Gathered customer insights to better serve our desired target customer and presented these findings to leadership