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Profile

An experienced UI/UX developer with Frontend development & React in the toolbox & a lover of all things beautiful, clean lines and semantic code. I am a problem solver who's focused and eager to learn, with a passion for details, as well as, as a student of both user interaction and user experience. I love what I do.

Experience

Product Designer, FCBHealth, NY,NY 2022-2024

I designed intuitive and visually appealing digital products for healthcare-focused projects, ensuring adherence to brand guidelines and accessibility standards. I collaborated closely with cross-functional teams including product managers, developers, and healthcare professionals to create user-centered designs. I utilized tools such as Sketch, Adobe XD, and Figma to create wireframes, prototypes, and high-fidelity designs. I presented design concepts and rationale to stakeholders, incorporating data-driven insights and user research findings. I also contributed to the development of design systems and maintained consistency across multiple platforms and devices. As well as stayed updated with industry trends and best practices in UI/UX design, implementing new techniques to enhance product usability and aesthetics.

Sr Digital Designer, Academy Sports + Outdoors, Houston, TX 2020-2022

I lead design concepts layouts and execute engaging cross-channel digital designs for the academy.com homepage, new product launches, and seasonal campaigns for the Academy brand. The role requires me to creative and strategic towards visual UX/UI solutions, while maintaining, evolving, and elevating brand standards. I collaborate with key stakeholders plus in house partners to translate marketing and brand strategies into best-in-class digital experiences. I am also responsible for creating and overseeing stunning visual UX/UI design executions across channel with a digital and customer first mindset, collaborating with key creative partners to consistently deliver quality work on time.

UX Designer, Unmethod, Houston, TX 2019 (Contract Position)

I was responsible for planning and conducting user research and competitor analysis. I also created user stories, personas, and storyboards, as well as determined information architecture and create sitemaps. I created both prototypes and wireframes and designed final product that I then handed o to developers.

Production Designer/ Web Designer, Freed Advertising, Houston, TX, 2015 - 2019

I was the final checkpoint in our creative design process. I reviewed final copy, layouts and content in print or digital form. I had to ensure brand standards across color, font, production quality and more. As well as scale and crop, retouch, change layout and eliminate redundancy in copy. I put the finishing touches on the art that really matters in the business world, establishing and maintaining clients brand. I built the Freed website using Wordpress, designed and built email campaigns for Baker Nissan, Lennar, Freed Black History Month among others.

Senior Graphic Designer, The Edge Group, Houston, TX, 2012 - 2014

I had to oversee all design projects, from conception to delivery. Designed original pieces, including illustrations and infographics as well as redesigned the companies website. I had to review junior designers' work to ensure high quality. There were two junior designers that i managed. Refine images, fonts and layouts using Adobe Creative Suite. Applied typography