Relevant Experience

IBM | UX Designer, Red Hat Marketplace & Project Integro

Research Triangle Park, NC | Jan 2021 - Current

- Determined the creative direction and re-designed the end-to-end UI for the Red Hat Marketplace (RHM) Select experience, resulting in higher customer conversion rates in Q2 and Q3
- Led UX and visual design direction in bringing dataset profiles to RHM to ensure complex data could be displayed in a simple, easily digestible manner for users
- Designed all 3 main marketing pages for IBM's new product, IBM Partner Center Beta, shipped Q1 2022
- Conducted SME research interviews to determine how IBM's service design affects the overall user experience for partners
- Serve as an independent contributor on the low to mid fidelity wireframes and user flows for IBM Partner Center, working in collaboration with multi-disciplinary teams

WarnerMedia | Ad Sales Account Coordinator, CNN/HLN

New York, NY | Jan 2019 - Aug 2020

- Managed 100+ news campaigns from proposal to invoicing for dozens of high-profile clients across 5 ad agencies
- Utilized 6 management tools to organize client orders, book ads & special campaigns, analyze results, and render invoices
- Collaborated cross-functionally with targeted advertising and branded content teams on custom CNN campaigns
- Awarded for exceptional client service by providing clear communication, proactive solutions, and quick turnaround

Universal Orlando | E-Commerce Experience Intern

Orlando, FL | Aug 2018 – Dec 2018

- Sought out opportunities for UX, UI, & content improvements, then worked with dev to implement changes across 6 websites
- Analyzed data including heat maps, click tracking, A/B testing results, & screen recordings to draw user insights
- Redesigned the layout and visual design of the theme park's digital daily schedule to improve legibility and user delight

Education

University of Central Florida
BSBA, Marketing | Dec 2018

City University of New York
User Experience Design Immersive | Dec 2020

Profile

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Design

UX Design
Visual Design
Graphic Design
User Research
Usability Testing
Content Strategy

Business

Project Management
Campaign Management
Marketing Strategy
Digital Marketing
Market Research
Data Analysis
Brand Identity
Copywriting
Client Service
Sales

Projects

Red Hat Marketplace Select
UX & UI Design

IBM Partner Center
UX Design

Kyndryl Employee Transition
UX & Content Design

Tools

Figma	Trello
Sketch	Mural
InVision	Google Analytics
Photoshop	Adobe Analytics
Illustrator	Mouseflow
HTML/CSS	Microsoft Office
GitHub	Google Suite