

Work Experience

UI Designer

AEG | 02/2022 - Present

- Designs AEG festival websites and apps from wireframes to high fidelity prototypes based on accessibility guidelines, style guides and company goals including Day N Vegas (85,000 attendees) and Born & Raised Festival (100,000 attendees).
- Spearheads UI design as sole UI Designer informing team members of principles and advocating for UX design.
- Organized and implemented a system for files in the company's Figma of over 11 festivals.
- Collaborated with developers to see the design through completion.

UX Design & Marketing Specialist

Noise Pop Industries | 06/2021 - 11/2021

- Redesigned Noise Pop, Noise Pop Festival (20,000 attendees), and 20th Street Block Party (15,000 attendees) websites based on user research, accessibility guidelines, and company goals.
- Created email marketing templates to be more user-centered including accessibility guidelines increasing click rates by 15%.
- Designed marketing graphics including social media posts across Facebook, Twitter, and Instagram.

Graphic Designer (Freelance)

Yondr | 05/2019 - 06/2021

- Produced marketing materials including internal documents, swag, and signage.
- Designed informational packets for large scale implementation across 10+ schools.
- Executed and designed Over Yondr Festival website (400 attendees).

Digital Marketing Manager

Dangerbird Records | 11/2019 - 09/2020

- Designed digital & print graphics garnering over 10,000 impressions daily.
- Maintained and wrote copy for all Dangerbird's social media presence including Facebook, Twitter, Instagram, and YouTube.
- Analyzed social media data and creates biweekly reports to show an increase of followers of 20% across platforms.

Marketing Coordinator

Noise Pop Industries | 11/2016 - 11/2018

- Oversaw creation of two music festival apps Noise Pop Festival (20,000 attendees) and Treasure Island Music Festival (18,000 attendees).
- Designed and managed company's websites including Noise Pop, Treasure Island Music Festival, and Swedish American Hall which featured over 200 events annually.
- Managed event ticketing and coordinated announcements with internal teams, agents, and talent for over 200 events annually.
- Implemented organizational systems for tracking marketing from start to finish.

Education

Bachelor of Arts | Film and Digital Media

University of California,
Santa Cruz
2016

Certificate | UX Academy

Designlab
2020 - 2021

Skills

UX Design
UI Design
Wireframes
Prototyping
User Flows
Usability Testing

Tools

Figma
Adobe Creative Suite
Photoshop
Illustrator
Premiere
G-Suite
HTML
CSS

Interests

Accessible Design
Independent Music
Intersection of Tech & Art