

## skill sets

### Product Design & UX/UI

Product Design  
UX/UI Design  
Website Design  
Usability Design  
UX Testing  
Prototyping  
Design Systems  
HTML/CSS Knowledge

### Design Tools

Figma  
Sketch  
Adobe XD  
InVision

### Creative & Graphic Design

Graphic Design  
Brand Design  
Photoshop  
Illustrator  
InDesign

### Project & Team Management

Creative Management  
Jira  
Asana

## education

**The University of Akron**  
Myers School of Art  
Akron, OH  
08/10 – 05/14

### Bachelor of Fine Arts: Graphic Design

Minors: Computer Imaging  
& Business Administration  
3.8 GPA, Summa Cum Laude

## awards

2024 Ozzie Award – CNET Rebrand

With 10 years of design experience—including the last five in UX/UI—I've helped brands like CNET, MYMOVE, USPS, Overstock, Asurion, and PNC achieve their goals. At CNET, I drove revenue growth, mentored designers, and created and defined a UI kit from the ground up. I've worked directly with internal and external stakeholders, partnering with product managers, engineers, and researchers to deliver user-centered solutions that balance business objectives with user needs.

## professional experience

### Senior Product Designer • Ziff Davis & Red Ventures – CNET • Fort Mill, SC • 07/23 – 12/24

- Spearheaded CNET's Ozzie Award-winning brand redesign by coordinating efforts across creative, product, and development teams to launch a new homepage and site-wide styles
- Designed and maintained a comprehensive UI Kit to ensure consistency, scalability, and efficiency across the platform
- Selected as the lead product designer on a tiger team to onboard a new partner, Asurion, collaborating directly with their team through larger strategy sessions and weekly updates
- Led a team of three product designers, mentoring talent and enhancing the CNET site experience while executing branded tentpole events, balancing user needs with business objectives
- Partnered with marketing and sales teams on high-profile branded initiatives like Editors' Choice, 100 Days of Holiday, and AI Atlas (Ozzie Award Honorable Mention), generating over \$5M in revenue
- Partnered with UX researcher to create wireframes and prototypes, define user tests, gather user feedback, and refine experiences for final production
- Leveraged UX research and audience insights to refine user experiences—aligning site strategy with user needs and business goals—resulting in a +26% increase in registration per visit and an initial click-through rate increase of +11% on CNET Money
- Oversaw QA processes to ensure seamless user experiences prior to launch
- Collaborated with stakeholders across creative, product, marketing, business, editorial, and engineering teams to brainstorm and align on project goals and expectations
- Streamlined creative workflows for the product design team, optimizing processes through Jira and Asana to enhance efficiency and effectiveness
- Led and participated in weekly creative critiques, providing constructive feedback, sharing work, and aligning efforts with business objectives
- Contributed to talent acquisition by interviewing and evaluating potential design hires for CNET and other Red Ventures businesses

### Senior Product Designer • Red Ventures – MYMOVE • Fort Mill, SC • 02/22 – 07/23

- Advanced the MYMOVE brand through modern UI designs, compelling visual assets, and the creation and maintenance of a scalable design system to ensure consistency across the site
- Utilized design thinking and user testing to update the MYMOVE.com homepage to align with a commerce business strategy, increasing overall page engagement by +258%
- Collaborated with external partners, including the U.S. Postal Service, to optimize UX/UI designs that enabled users to securely and easily update their address
- Partnered with cross-functional teams—creative, development, marketing, SEO, and business—to align on strategic objectives and streamline workflows, including file organization and creative-to-development handoffs
- Presented creative strategies and led redesign initiatives for key site elements, including the MYMOVE.com homepage and content hub, gaining stakeholder alignment
- Managed projects end-to-end, including strategic quarterly planning, stakeholder interviews, wireframes, prototypes, high-fidelity designs, user testing, development handoffs, and QA approvals
- Presented at a Red Ventures conference, walking through my design-to-development handoff process to spread knowledge and improve collaboration across the broader organization
- Fostered team culture and growth by mentoring junior designers, conducting creative critiques, and interviewing new prospective talent for Red Ventures businesses

## professional experience (continued)

### UI/Visual Designer • Red Ventures – MYMOVE & Allconnect • Fort Mill, SC • 06/18 – 02/22

- Created, updated, and optimized revenue-driving products through product data and A/B testing within the Change-of-Address flow, contributing an additional +\$2M in EBITA annually
- Designed solutions to enhance editorial page templates and site experiences, strengthening brand trust and meeting Google's E-A-T standards
- Developed new revenue streams by designing white-labeled onboarding products and email touchpoints for partners
- Collaborated with and presented creative concepts to internal stakeholders and external partners, ensuring alignment and project success
- Designed and produced products under strict deadlines for brands like USPS, Overstock, Lowe's, Casper, and Bed Bath & Beyond
- Supported the marketing team with B2B-facing collateral to drive partner engagement
- Defined creative critique touchpoints, organized workflows, and fostered team culture within the creative team
- Mentored junior designers and interns, contributing to skill development and team growth

### Interactive Designer • Flying Cork • Pittsburgh, PA • 08/17 – 06/18

- Designed UX and UI experiences for websites, landing pages, and emails for brands such as UPMC, Gamma Sports, and Davison Inventing
- Developed and refined checkout flows and authenticated user experiences to enhance usability, boost conversions, and improve engagement for Gamma Sports
- Maintained brand consistency for clients by adhering to and extending brand guidelines
- Enhanced the Flying Cork brand by creating cohesive marketing materials for internal and external initiatives

### Designer • InnerWorkings – PNC • Pittsburgh, PA • 08/17 – 06/18

- Conceptualized, designed, and updated B2B and B2C collateral—including postcards, white papers, brochures, and branch merchandising materials—for PNC, ensuring strict adherence to brand guidelines
- Collaborated directly with clients daily to discuss new and ongoing projects, aligning designs with their objectives
- Managed project timelines, revisions, and final deliverables for PNC marketing teams, ensuring deadlines were met and quality standards maintained
- Attended press checks and approved final printed materials to ensure high-quality production standards

### Designer • Brunnerworks • Pittsburgh, PA • 06/14 – 03/16

- Designed and executed brand campaigns across digital and printed marketing materials for clients including GSK, Cub Cadet, Rivers Casino, Highmark, LaRosa's Pizza, and Knouse Foods
- Conceptualized and designed new packaging for Top Flite golf balls, contributing to a refreshed brand presence
- Mentored a design intern, providing guidance and fostering growth in technical and conceptual skills
- Assisted with creating RFP responses, supporting new business development efforts
- Prepared and finalized design files for production, ensuring accuracy and print readiness

### Graphic Designer • The University of Akron • Akron, OH • 08/12 – 05/14

- Designed and executed university marketing collateral including direct mailers, posters, brochures, and billboards
- Finalized design files for production
- Attended press checks and approved final printed materials

