

Summary

I have an advanced and adaptive skill set that encompasses strategic visual communication, graphic design, user experience research and design, wireframing, prototyping, front-end development, data analysis, technical documentation, and project management.

Experience

ASSOCIATE DIRECTOR OF DIGITAL & CREATIVE SERVICES 2022-CURRENT University of Arkansas, Division of Research & Innovation, I³R, Fayetteville AR

In charge of managing the Institute's brand, enhancing visibility, and fostering stakeholder relationships. Oversee web strategy, design, and development, content strategy, forms creation, SharePoint administration, marketing, media design, photography, video production, and social media initiatives.

UX ENGINEER 2019-2022

University of Arkansas, Office of the Chancellor, University Relations Digital Design & Development Team, Fayetteville, AR

Engaged in global-level development and design with a focus on analysis, remediation, education, research, and documentation aligned with accessibility guidelines and best practices. Offered consultations for university-wide web projects while achieving significant collaborative milestones. Notable achievements include launching the UARKMobile app, creating OU's new web template styles, WEBfirst website, and introducing a new print and web color palette for the university, presented at the 2019 International HighEdWeb Conference. Actively contributed as a member of the Digital Communications Council, Co-Chair of the UI/UX Governance Subcommittee, and participant in various web governance subcommittees.

COORDINATOR FOR VISUAL COMMUNICATION 2017-2019

University of Arkansas, Student Affairs, Housing, Fayetteville, AR

Produced cross-platform marketing collateral, established program identities and style guides, oversaw staff database, executed front-end web design including transitioning to OU's platform and jointly revamping the Housing website, housing contracting portal, and WordPress sites. Conducted annual training for 200+ staff in creative tools, accessibility best practices, design fundamentals, and photography. Managed Residence Education print services, staff photos, and directory updates. Fulfilled role of in-house photographer and videographer.

DESIGNER, PHOTOGRAPHER 2015-2017

University of Arkansas, College of Engineering, Fayetteville AR

Crafted print and web collateral, executed front-end web design, managed photography, photo editing, videography, and basic video production. Established a unified visual identity spanning all 9 College departments. Jointly contributed to the production of the Arkansas Engineer publication.

Academics + Certifications

NING Group

UXC Certification with a specialty in Interaction Design

Vermont Community College

Montpelier, VT
Web Design

Northwest Arkansas Community College

Bentonville, AR
AAS Graphic Design, Class of 2009, Magna Cum Laude

Erie Community College

Orchard Park, NY
Business & Administration

Defining Character Traits

Polymath
Determined stick-to-itiveness
Honorable and principled
Natural ambassador and educator
Continual learner

Areas of Expertise

UI/UX
Front-end Web Development
Wireframing and Prototyping
Graphic Design
Information Architecture
Accessibility
Content Strategy
Research
Marketing Strategy
Visual Storytelling & Photography

Business Development Skills

Identifying + capitalizing on opportunities
Understanding + empathizing with client needs
Developing key relationships

Managerial Skills

Systematic strategy development
Project management
Education, training and mentoring

Software & Technology

Adobe

Illustrator	● ● ● ● ●
InDesign	● ● ● ● ●
Photoshop	● ● ● ● ●
Premier	● ● ● ● ●
Lightroom	● ● ● ● ●
XD	● ● ● ● ●

Front End Web Development

HTML + CSS	● ● ● ● ●
Wordpress	● ● ● ● ●
XML + XSL	● ● ● ● ●
PHP	● ● ● ● ●
Javascript	● ● ● ● ●

Microsoft

Word	● ● ● ● ●
Powerpoint	● ● ● ● ●
Excel	● ● ● ● ●
Sharepoint	● ● ● ● ●
Teams	● ● ● ● ●

OS

Mac	● ● ● ● ●
Windows	● ● ● ● ●