

*I am a user-centered researcher and designer with over 20 years of experience across various UX roles. I specialize in crafting engaging, intuitive experiences that drive user retention, conversion, and sales. In addition, I am deeply committed to creating accessible designs that ensure an inclusive experience for all users.*

## Career Experience

### **User Experience Strategist** (January 2021 - present) • Citadel Credit Union

- Conduct various qualitative UX research studies on User Testing platform, leading to a 25% increase in annual sales.
- Present prototype designs, user experience research and strategy results to key stakeholders, influencing future product decisions.
- Lead multiple website enhancement projects to boost user engagement and satisfaction.

### **Digital Designer (Contract)** (February 2019 - January 2020) • PPL Corporation

- Conceptualized video productions and graphics using Adobe CC products to enhance employee and customer engagement.
- Expedited layout copy and coded HTML for website users, improving usability and increasing sales.
- Produced video and motion graphics for speeches and interviews, boosting employee, investor and customer engagement.

### **Digital Designer & Web Developer** (April 2018 - August 2018) • STUDIOetc

- Directed project workflows for multiple Adobe CC exhibit designs to align with client needs.
- Edited content, code, and assets to improve usability and increase sales on the organization website.

### **Digital Designer & UI/UX Designer** (March 2013 - March 2018) • WSP USA

- Spearheaded the creation of responsive front-end web development templates using HTML5, CSS3, jquery, and javascript, resulting in improved user experience and engagement.
- Directed and mentored designers and web developers to streamline workflow communications and ensure code and asset specifications were met.
- Designed and coded various email newsletter templates, boosting communication and driving prospects towards increased engagement and sales.

## Volunteering

### **Public Speaker (Volunteer)** *(November 2024 - present)*

Philadelphia Financial Scholars - Citadel Cares - Citadel Credit Union

- Deliver public speaking engagements to high school classrooms on personal finance topics, promoting financial wellness and empowering students with essential financial knowledge for their future.

### **UX Designer, Videographer, Web Content Manager (Volunteer)** *(October 2019 - November 2024)*

Appalachian Mountain Club (AMC) - Delaware Valley Chapter

- Led user experience research and designed UI/UX templates to improve website navigation and overall user satisfaction.
- Redesigned website architecture and spearheaded the launch of a performance-optimized website, revitalizing the organization's branding and user interface.
- Coordinated content creation to enhance user engagement, resulting in increased site traffic and a measurable boost in membership growth.
- Directed and edited video content for community outreach, producing engaging multimedia that contributed to improved community interaction and awareness.

## Education & Training

- **Kutztown University of PA, Kutztown, PA • BFA, Communication Design Concentration in Digital Design, Web/Multimedia Design and Illustration.**
- Certificates for continued studies in Adobe CC web design workshops at Maryland Institute College of Art
- Certificate for Dale Carnegie Course, Skills for Success
- Active Member of International Association of Accessibility Professionals (IAAP)

## Case Studies

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