

Experience

2013 — Present

Peach Vitamins | UX Designer & Product Designer

- Migrated client from onsite, late-90s POS system and early 2010 ecommerce platform (OpenCart) to a more streamlined SaaS POS system (Vend), integrated with a more modern ecommerce platform (Shopify)
- Established more thorough and accessible information architecture for client and customers and improved organization of over 5000 products with substantial and consistent data integrity between products through Akeneo PIM, with the ability to quickly push data to Vend and Shopify
- Created Shopify and Wordpress theme to offer a more seamless user experience for customers going between sites (shop & WP articles) utilizing API functions of Shopify's REST and Wordpress' GraphQL, while optimizing the flow of discovering and purchasing products, with a focus on both desktop and mobile experiences since the split is still roughly 50-50
- Implemented a bespoke and comprehensive search function to the site, with Algolia that utilizes the immense product structure, and long-established wordpress articles created by the client, based on a great deal of user research to provide an optimum experience for customers

2010 — 2012

d + e = design + environment | Branding & Web Designer

- Branding curated to the parameters of the client, with ideas based on competitor and industry research
- Web development and UI design based on industry research and client's sensibilities and mission

2011 — 2012

Modern Bookworks | Branding & Web Designer

- Branding work updated according to the direction and products of the business, along with the website reflecting the nature of the business and allowing customers to reach out easily and commission a one-of-a-kind book

Volunteering

2019

GA Solar | Graphic Designer

- Various graphic design works

Contact Info

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Education

2011

Savannah College of Art & Design

B.F.A. Graphic Design

Tools

Design

- Adobe CC Suite • Sketch
- Figma • Pixelmator

Prototyping

- Figma • ProtoPie • Principle
- Mockplus • TailwindCSS
- + Alpine.JS • TailwindCSS
- + Nuxt/Next.JS/SvelteKit

Data

- Airtable • Notion • Obsidian

Planning/Wireframing

- Miro • Figma • Mural • ClickUp

Development

- Vue/Nuxt • React/Next.JS
- Svelte/SvelteKit • Strapi
- Sanity

Learned Skills

- Wireframing • Rapid Prototyping • User Research
- Agile/Waterfall • Full Stack Development • Product Design
- Information Architecture