

EDUCATION

- **PRODUCT AND BRAND MANAGEMENT**
Virginia Commonwealth University | 2013 - 16
- **GRAPHIC DESIGN**
Maryland Institute College of Art | 2012 - 13

CERTIFICATES

- **USER EXPERIENCE DESIGN**
General Assembly | 2016
- **PRODUCT INNOVATION**
da Vinci Center | 2016
- **VENTURE CREATION**
da Vinci Center | 2016

HONORS + AWARDS

- **PRE-ACCELERATOR**
Virginia Commonwealth University | 2017
- **BEST IN SHOW**
Advertising Club of Richmond | 2016
- **FOUNDATION EXHIBITION**
Maryland Institute College of Art | 2013
- **PRESIDENTIAL SCHOLARSHIP**
Maryland Institute College of Art | 2012
- **GOLD KEY PORTFOLIO**
Scholastics Art and Writing Awards | 2012

EXPERIENCE

- **USER EXPERIENCE RESEARCHER**
GoGo Band | Sept 2016 - Dec 2016

Worked on a cross-disciplinary team to assist in the development of hardware and software products that leverage wearable technology to predictively treat and cure pediatric enuresis. Our objective was to develop key insights around the form, fit, and function in order to simplify the user's interactions. I uncovered insights on the customer and the end user by using a variety of research methodologies. These findings informed iterations of prototypes and the design of the company's minimum viable product.
- **USABILITY TESTER**
User Testing | Mar 2016 - Sept 2016

Conducted performance evaluations on websites to improve the user's experience and website conversions. Completed a series of tasks while recording feedback to identify potential problem areas that users encounter.
- **MARKETING COORDINATOR**
circle S studio | Jun 2014 - Jun 2016

Responsibilities included market research, print and web design, and social and web analytics. Assisted with a variety of initiatives including strategy, client website management, content marketing, and lead generation.