

## Cross-functional creative leader with 10+ years of experience in people-focused, data-driven product and project leadership.

Establishes and maintains a culture of user-centric creative excellence in processes, products, and personnel.

Leverages technical expertise in design, engineering, product ownership, brand strategy, data analytics, user and market research, and project optimization to achieve cross-functional KPIs while ensuring team health.

Builds strong teams and organizational relationships to deliver and exceed mission-aligned goals, from on-brand conception to on-time delivery.

Project Management Strategy  
Cross-functional Leadership  
Front-end Development

UX/UI/Product Design  
Product Management  
Agile Methodologies

Data & Analytics  
Team Building & Health  
Process & Product Scaling

### WORK

#### The Austin Stone — Design Team Manager & Lead Designer

2020 – 2023, Austin

Championed product strategy, design, development, and deployment, leading cross-functional teams to ensure efficient and successful project execution from ideation to launch.

Leveraged a versatile background in design and development, together with a proven commitment to growing healthy teams, to drive growth, innovation, and transformation across the organization.

- Hired and grew a 6-person cross-functional team of designers, developers, and project managers in an Agile environment across brand, user experience, digital media, and art direction.
- Built product development and feedback processes from the ground up, increasing internal client satisfaction by 47%.
- Facilitated relationships with 25+ internal clients, 10+ external production vendors, and 15+ external contractors, totaling 5100+ small- and large-scale creative design requests.
- Managed \$100,000+/year of central operational design and production costs across disciplines.
- Reduced yearly design process operational costs by \$20,000/year by optimizing and automating process efficiencies.
- Guided user and market research, rapid A/B testing and iteration, and both cross-team and cross-functional collaboration to deliver cohesive user experiences, conducting over 200 internal and external user studies.
- Implemented performance tracking and economy systems to monitor and affect project efficiency, improving overall team productivity by 25%.
- Streamlined project management processes and workflows, resulting in a 15% reduction in project delivery time and a 10% increase in on-time project completion rates.

## The Austin Stone — Lead Product Designer & Developer

2018 – 2020, Austin

Employed a unique blend of creative and technical expertise to design and develop user-centric digital products, transforming the organization's digital presence and driving elevated user engagement and satisfaction.

- Orchestrated a comprehensive in-house rebrand, establishing color palettes, type hierarchy, and a multilayer brand design system for a large organization that strengthened user satisfaction in brand quality and cohesion by 28%.
- Led the design and development of a mobile-first, accessibility-optimized web application with WCAG 2.0 and Sec 508 compliance that increased desired user actions by 29% and lowered bounce rates by 15%.
- Designed, developed, and deployed more than 15 mission-minded, organizationally-aligned digital products across multiple platforms.

## The Austin Stone — Creative Marketing Designer & Coordinator

2015 – 2018, Austin

Devised and implemented innovative digital marketing strategies and compelling design solutions, bolstering the organization's online presence and enhancing engagement across all digital channels.

- Pioneered a modern web and digital strategy for a multi-location, mission-minded brand, dramatically enhancing engagement in digital channels by 1400% (15x).
- Designed and engineered cutting-edge standalone and integrated assets across 18 unique web properties using modern UX/UI methodologies, HTML, CSS, JavaScript, Ruby on Rails, and Git.

## C3 Presents — Digital Marketing Coordinator

2014-2015, Austin

Crafted innovative sponsorship programs and managed high-volume digital assets for renowned artists and brands at a market-leading live events business, ensuring a seamless and engaging experience for attendees.

- Administered marketing collateral, artist management relationships, and business communication for a lineup of over 125 renowned artists participating in Austin's largest live event with 450,000+ attendees.
- Communicated and collaborated cross-functionally with engineering, product, and marketing teams to meet and exceed project timelines and deliverables for 25 premiere international music festivals.

## EDUCATION

### The University of Texas at Austin — BA

2010-2014, Austin

**Design** – Product design, design systems & components, UX/UI, wireframes & mockups, illustration, graphics, print layouts, type & letterforms.

**Development** – HTML, CSS, JavaScript, TypeScript, React, Svelte, Node.js, Ruby, Rails, Database & API, CRM & CMS, accessibility, WCAG 2.0, Sec 508.

**Analysis** – Qualitative & quantitative research, ethnography, personas & flows, A/B testing, field studies.

**Tools** – Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD), Sketch, InVision, Figma, Axure, Balsamiq, Miro, VS Code, Git, Docker, Webflow,

WordPress, Google Workspace, Microsoft Office, Mailchimp, Asana, Jira, Basecamp, Notion, Final Cut Pro, Keynote.