

## Sr. User Experience Designer

Live Nation/ Ticketmaster | September 2014 - February 2017

- › Led the UX for Ticker, a B2B native iOS/ Android app for venue execs, box office managers, marketers, and promoters to visualize their sales or attendance data in order to make data-driven business decisions
- › Delivered UX for Fanbuilder and Analytics, two desktop SaaS solutions empowering their users to track sales, segment audiences, and integrate marketing solutions
- › Partnered with consultants from Thoughtworks to implement agile methodology and research to the team. Feature development times went from taking month(s) to week(s)
- › Repped UX for 24 hour TM Hackathons on streaming data and mobile add-ons
- › Implemented Mixpanel, grew user base from 30 to 1000 active users, and retention by 40%

## Mgr. User Experience/ Digital Experiences & Mobile

Best Buy | August 2012 - August 2014

- › UX for iOS, Android, Windows 8 native applications, and the responsive web
- › Led experiences for digital, and in-store channels resulting in a 24% growth in sales for 2014.
- › Wireframes, visual designs, site maps, flows, user stories, prototyping, user testing. Facilitated design exercises and collaborated with internal team members and stakeholders for alignment.
- › Mentored younger designers on projects while working within tight timelines.

## User Experience Designer

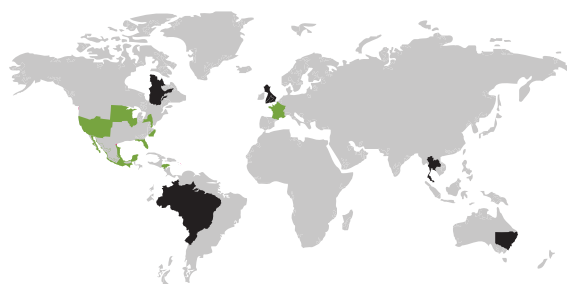
Saatchi & Saatchi | September 2011 - June 2012

- › IA, Wireframes, Userflows for responsive web and native experiences.

## BFA Fine Arts—Multimedia Design

University of Wisconsin—Stout Polytechnic

- › Minor in Business Administration / Color Studio abroad in France
- › Graduated Cum Laude with a GPA of 3.7



- Where I have been
- Where I'd like to go