

## PROFESSIONAL SUMMARY

*I have been doing UX research for six years. I just did not call it that. Every project started with a question. Why is this brand not connecting with the people it was built for? What does this customer actually need that they are not getting? Where is the gap between what a business offers and what its user expects? I built a process to answer those questions, and I used the answers to design things that worked. I am now bringing that foundation into a dedicated UX research role, paired with a Finance degree in progress and deep fluency in AI-powered research tools.*

## PROFESSIONAL EXPERIENCE

### Brand & UX Designer

Remote | Jun 2020 - Present

Conducted discovery interviews with clients to define users, goals, and the gap between them before any design began  
Ran competitive audits and market analysis, turning findings into strategy reports that shaped every design decision  
Built a custom drop-off feedback tool for a client who could not afford research software — capturing why visitors did not convert and routing it to her in real time, which turned lost traffic into a booking waitlist  
Mapped user journeys and information hierarchy that repositioned a stylist into a three-division brand, closing the gap between her credentials and how clients perceived her  
Synthesized qualitative feedback across iterative rounds into clear, actionable insights  
Presented research findings and design rationale to non-technical stakeholders, adjusting communication to each audience  
Used AI tools including ChatGPT, Midjourney, Claude, and Gemini to accelerate research synthesis and pattern recognition.

### Reservation Clerk, U.S. Army Nonappropriated Funds (NAF),

Fort Greely, Alaska | September 2022 - August 2023

Handled high-volume customer interactions and identified recurring friction points in the service experience  
Maintained accurate records in a structured federal environment.

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## ETC.

### Tools

Adobe XD, Canva  
Adobe CC (Ps, Ai, Id, Ae, Lr)  
Notion, Asana,  
Claude, Chat GPT,  
Midjourney, Gemini  
Adobe Premier Pro  
Capcut  
Google Workspace

### Skills

User Interviews  
Discovery Research  
Competitive Analysis  
Behavioral Insight  
Journey Mapping  
Usability Thinking  
Stakeholder Presentations  
Synthesis & Reporting

### Additional Skills

Figma  
Prototyping  
Adobe Creative Suite  
AI Research Tools

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