



### RSM US LLP

*\*andculture acquired Jun. 2022*  
Nov. 2021 - Present

#### Senior Designer

- Creating delightful brand and product interactions centered around human experiences, accessibility, equity and inclusivity
- Advocating for users through clear communication and design rationale
- Creating scalable design systems that meet partners' business challenges and goals

### Freelance

Jan. 2016 - Present

#### Designer + Strategist

- I'm a plant lady that loves helping brands establish their roots in the marketplace. I make brands bloom through intimate design and data-driven strategy.

### HNI Healthcare

Apr. 2021 - Jul. 2021

#### Marketing Communications Manager

- Planned, designed and executed initiatives for company branding, marketing, internal culture communications, training, recruiting, program support, and public relations.
- Redesigned company website, integrating Hubspot marketing and sales platform and iCIMS recruiting solution; establishing workflow procedures and project management policies

Sep. 2020 - Apr. 2021

#### Marketing Communications and Design Specialist

### Texas Medical Assoc.

Apr. 2018 - Apr. 2019

#### Marketing Specialist

- Drove integrated marketing and communication efforts for medical association, serving both internal and external clients through strategic multimedia design
- Developed and analyzed membership engagement and marketing campaigns with industry-specific KPIs

### Signal Hill

Oct. 2015 - Feb. 2018

#### Creative Director

- Managed the creative team in the production of all client work —digital, print, application and web solutions
- Spearheaded internal rebranding and managed content strategy for internal and external marketing efforts

Jan. 2009 - Jun. 2013

#### Designer + Digital Storytelling Specialist

## EDUCATION

The University of North Carolina at Chapel Hill, 2011–2015  
Psychology B.A., Global Cinema Minor

## AWARDS + ASSOCIATIONS

2016 Water, Texas Film Contest. 2nd Place Winner for film  
"Watering Holes." Judged by Richard Linklater.

Austin Film Society Member; American Institute of Graphic Arts  
Contributing Member; Interaction Design Foundation Member

## EXPERTISE

Figma	Web Design
Adobe XD	Service Design
Miro	Agile Methodology
Photoshop	Branding
Illustrator	Human-Centered Design
After Effects	Jira, Confluence, Asana
Microsoft Office	Hubspot
HTML/CSS	Digital Marketing