

## Work Experience

### Product Designer

#### Launch Consulting Group

April 2021 to Present

Leading product design to build a SaaS tool from the ground up for Bowlero, the largest bowling center operator in the world. Prototyping, testing, and implementing a product focused on consistently managing revenue, cash flow, and labor across 300+ nationwide locations. As of July 2021, Bowlero is spinning off a startup “Quantitative Management Solutions” expressly to sell and scale this tool across other multi-location businesses.

- Producing interactive designs and data visualizations, simplifying terabytes of data into a cohesive set of screens, dashboards, and reports.
- Delivering initial product discovery and conceptual work that expanded the account’s statement of work by over \$400,000.
- Conducting detailed research and task analysis. Extracting workflows from existing spreadsheets and tooling, and simultaneously uncovering implicit user needs.
- Moving from concept cards, to low-fidelity wireframes, through various stages of interactive prototyping – soliciting feedback from the client and development partners throughout.
- Designing for scale beyond Bowlero with a long-term goal of selling the tool B2B, targeting multi-location businesses managing spaces and people.
- Mentored & directing the work of junior designers.

### UX Designer II

#### Principal Financial Group

March 2020 to April 2021

Leading projects for individual consumers, advisors, and business audiences. Investment, insurance, and retirement product experiences. Noteworthy projects:

- Reimagining the pre-login principal.com experience, including integrating animations, better emphasizing our products, and making core user tasks easier to access.
- Evolving Principal’s digital job applicant experience, helping more applicants find our job board, and implementing a job posting style guide.
- Kicking off an A/B and multivariate testing program, producing conversion optimizations that as much as doubled clickthroughs.
- Designing and implementing a scalable integrated marketing dashboard for ad campaigns.
- Redesigning the principal.com site-wide navigation – information architecture and interactions.

### UX Designer I

#### Principal Financial Group

October 2017 to March 2020

A range of project, business unit, and product experience, including:

- Iterating and maturing our landing page design, strategy, and measurement.

- Concept development and high-fidelity prototype testing for future experiences, like a robust DTC storefront and a remote platform for connecting with an advisor.
- Creating engaging and intuitive experiences for existing customer niches, like highly active savers, or couples struggling to align on financial issues.

## UX Design Intern

### Visual Logic Group

August 2016 to January 2017

Helped with client work and learned the fundamentals of good experience design and research practices. Produced research and strategies for a local dental chain to improve their customer experience using a Human Centered Design framework.

## Education

### Master's Degree in Human Computer Interaction (M.HCI)

#### Iowa State University

June 2018 to May 2020 | 4.0 GPA

### Bachelor's Degree in Interactive Digital Studies (B.A)

#### University of Northern Iowa

August 2013 to May 2017 | 3.9 GPA

## Skills

- Figma
- Sketch
- Invision
- Adobe XD
- Adobe Illustrator
- Adobe After Effects
- Tableau
- Google Data Studio
- Google Analytics 360
- Unity3D
- Ableton Live
- SessionCam, Hotjar, Tealeaf
- HTML & CSS fundamentals
- Ethnographic research
- Concept testing
- Usability testing
- Journey mapping
- Information architecture
- Persona creation
- Wireframes
- Low fidelity prototyping
- Interactive prototyping
- Design system creation/implementation
- Motion design
- Quantitative data analysis
- Agile/lean project management

## Certifications and Licenses

### CITI Program: Human Research - Social/Behavioral Research

Issuing authority: CITI Program, A Division of BRANY Credential ID 35054975

### IDEO U: Foundations in Design Thinking

Credential ID: 12827338

### Advanced Google Analytics

Credential link: [https://analytics.google.com/analytics/academy/certificate/hlq1\\_7X1RcCLboF6mo4a1Q](https://analytics.google.com/analytics/academy/certificate/hlq1_7X1RcCLboF6mo4a1Q)