

**PROFESSIONAL EXPERIENCE: DESIGN & CREATIVE MANAGEMENT****Design Manager, Foundations at Vrbo (formerly HomeAway)**

Austin, Texas: 2019–present

**Senior Experience Designer at HomeAway**

Austin, Texas: 2019

- Build and maintain strong structural support systems for HomeAway’s internal creative agency
- Lead creation of design systems to optimize work flow and troubleshoot designer experience problems
- Increase marketing efficiency by leading designer workshops and enacting procedures to ensure cohesive, accessible brand identity which builds consumer trust within our global e-commerce market
- Foster collaboration and quality control across worldwide Creative, Product, Marketing, and PR teams
- Mentor designers and inspire the team, focusing on big picture while also honing in on small details

**UX/UI Designer, Visual Designer, Creative Director, Copywriter at Freelance**

Austin, Texas: 2008–present

- Work independently and in studios/agencies to develop concepts, prototype, create hierarchy, design/develop/maintain websites, analyze metrics, illustrate, write copy, and create B2B/C content
- Lead creative projects to achieve business goals and ensure client ROI
- Create and conduct highly persuasive sales and marketing presentations
- Design evangelism—guide and coach clients/stakeholders to recognize and support the benefits of good design implementation in their business
- Manage all client interaction, operational, strategic, financial, quote/bid, and administrative functions
- *Clients include:* Oracle, H-E-B, Texas Monthly, Creative Suitcase, Chi’lantro BBQ, Original Round Top Antiques Fair, Florida Coastal School of Law, Jacksonville University, Break Away, Sunbrella

**Interactive UX/UI Designer at Dimensional Fund Advisors**

Austin, Texas: 2018–2019

- Empathized behaviors to institute a user-centered design (UCD) approach to all projects through research; conceptualization; creation of sitemaps, user flows, high-fidelity wireframes, and mockups; and design of interactive prototypes that accommodate both responsive and adaptive layouts
- Agile environment: collaborated daily with strategy, data, and dev teams in scrum and sprint meetings
- Master creator of icons, symbols, dashboards, and form fields used globally across design systems
- Utilized my eagle-eye attention to detail in User Acceptance Testing (UAT) to catch any dev bugs
- Mapped User Personas for participation in Usability Testing; observed interactions, integrated feedback

**UX/UI Design Contractor at Blue Anvil Marketing**

Austin, Texas: 2018

- Overhauled 30+ page websites to rebuild information architecture and optimize process flows
- Pioneered the use of A/B split testing to facilitate response-rate gains on emails and landing pages
- Created designs with usability protocols in mind, for ethical deliverables that are accessible by all users
- Collaborated closely with developers to build trust and maintain transparency in website development
- *Clients included:* The Art Institutes, Southern Careers Institute, Woz U, New Jersey Institute of Technology, University of the Potomac

**Global Designer and Researcher**

Internationally: 2012–2017

To gain valuable, firsthand experience of how design exists in different world cultures, I traveled to/lived in 15 countries. I interacted with local people, observed how culture influences design, and broadened my digital perspective. These experiences have added empathy, sensitivity, and depth to my designs.

**—Visual/Graphic Designer at HT Contenidos Branded Content Agency; Buenos Aires, Argentina**

- Designed for digital experiences through the creation of online branded content, including banner advertisements, landing pages, digital asset libraries, and full-scale marketing campaigns
- Demonstrated strong communication and problem-solving skills in 100% Spanish-speaking environment
- *Clients included:* DIRECTV, Kimberly-Clark, Santander Río, La Nación, Banco Macro, Rizobacter Argentina S.A., Fën Hoteles, American Express, YPF

**TOOLS**

- Sketch
- InVision
- Abstract
- Zeplin
- Jira
- Trello
- Adobe Creative Suite (Illustrator, Photoshop, and InDesign)
- HTML, CSS, JavaScript
- WordPress
- User Research
- Data Visualization
- Web Content Accessibility Guidelines (WCAG)
- User Acceptance Testing
- Usability Testing
- Responsive Web Design
- SEO
- Google Analytics
- Keynote
- MailChimp
- InfusionSoft
- Unbounce

**FLUENT LANGUAGES**

English &amp; Spanish

**TRANSFERABLE SKILLS**

- Naturally curious, lifelong learner
- Pixel-perfect design abilities
- Excellent understanding of how culture influences design expectations
- Independent thinker
- Superb organizational and supervisory skills
- Ability to relate to and interact with people at multiple levels
- Demonstrated responsibility and reliability in a team setting
- Self-starter

**EDUCATION****University of Florida:**

Bachelor of Fine Arts  
Graphic Design major  
Art History minor, 2006–2010

**International House****Buenos Aires, Argentina:**

Cambridge Certificate in English  
Language Teaching to Adults  
(CELTA), 2013

**—Visual Designer, Illustrator, Copywriter at RED Gallery; Nelson, New Zealand**

- Created a fully-illustrated fold-out map/brochure, resulting in increased sales at local businesses
- Researched local landmarks and cultural treasures to successfully depict them in illustrated form
- Interviewed store owners to determine their individual business needs for the featured copywriting

**—Visual Designer, Creative Consultant at Casa Fátima; Buenos Aires, Argentina**

- Acted as a bilingual Creative Consultant, communicating best design, web, marketing, and business practices with client as she transitioned focus of her business
- Rebranded company with cohesive logo, business system, and Spanish-language style guide

**Junior Art Director, Designer, Copywriter at Proof Advertising**

Austin, Texas: 2010–2011

- Provided design for million-dollar corporate contracts under extremely tight deadlines
- Innovated new ideas and applications for the company through active research of industry trends
- Was awarded nationally for outstanding design in the 2012 Print Magazine Regional Design Annual
- *Clients included:* Subway, 3M, United States Army, Baylor University, Austin Convention and Visitors Bureau, Extraco Bank

**Creative Services Manager, Executive Director of Public Relations at Florida Alternative Breaks**

Gainesville, Florida: 2008–2010

- Worked in a lead role to provide design supervision and guidance to a 500-member organization which offers international and domestic volunteer service trips for university students
- Researched user experiences to develop a profound awareness of the culture of the organization
- Created a cohesive, brand-compliant system across print, web, and advertising
- Was awarded nationally for innovative identity, business system, and advertising campaign

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