

## PROFESSIONAL SUMMARY

UX Designer and Content Strategist with experience creating audience-centered digital experiences across UX systems, branding, editorial storytelling, and social platforms. Skilled in user research, interaction design, content strategy, and visual storytelling with a strong focus on usability, audience behavior, and emotionally engaging digital experiences.

Experienced collaborating across cross-functional teams to create intuitive, visually cohesive solutions that strengthen both user experience and audience engagement.

## CORE STRENGTHS

- User Experience Strategy
- Audience Psychology
- Content Systems
- Visual Storytelling
- UX Research
- Social Media Strategy
- Information Architecture
- Cross-Functional Collaboration
- AI Workflow Integration

## CORE SKILLS

### UX & RESEARCH

- UX Design
- User Research
- Interaction Design
- Information Architecture
- Wire-framing & Prototyping
- Usability Testing
- Audience Psychology
- Accessibility

### CONTENT & STRATEGY

- Content Strategy
- Content Planning
- Editorial Design
- Visual Storytelling
- Brand Systems
- Social Media Strategy

### TOOLS & TECHNOLOGIES

- Figma
- Adobe Creative Suite
- HTML/CSS

### AI TOOLS & WORKFLOWS

- ChatGPT
- Claude
- Gemini
- AI-Assisted UX Workflows
- Research Synthesis
- Content Organization
- Workflow Optimization
- Ideation Systems

## EDUCATION

### BA Applied Technology

Brigham Young University Idaho  
January 2022 - July 2022

### AS Web Design and Development

Brigham Young University Idaho  
September 2014 - April 2018

## CERTIFICATIONS

### Adobe Professional Certification

Credly (<https://rb.gy/5k43l>)

### UX Web Design

LinkedIn Learning

### Graphic Design

Brigham Young University Idaho

### Web Frontend Development

Brigham Young University Idaho

### Web Development:

Brigham Young University Idaho

## EXPERIENCE

### UX Design Engineer | FamilySearch

Oct 2022 - Present

- Designed high-fidelity wireframes, prototypes, and interaction systems in Figma focused on improving usability, user orientation, and navigation clarity within complex genealogy platforms
- Conducted UX research and usability analysis to identify user pain points, improve interaction patterns, and support more intuitive user-centered design decisions
- Collaborated closely with developers, researchers, product managers, records teams, and international stakeholders to create scalable digital experiences across FamilySearch systems
- Participated in design sprints and iterative testing processes to rapidly explore, refine, and validate UX solutions
- Redesigned interaction patterns within the Family Tree experience to reduce cognitive overload and improve spatial orientation for users navigating complex relationship systems
- Presented UX concepts, prototypes, and FamilySearch tools publicly at RootsTech conference events and internal stakeholder reviews
- Integrated AI-assisted workflows using tools such as ChatGPT, Claude, and Gemini to support UX ideation, workflow efficiency, research synthesis, and content organization while maintaining human-centered design principles

### UX Designer | Lead Graphic Designer | Snake River Community Library

Jul 2020 - Aug 2022

- Developed visual communication systems, branded campaigns, and digital assets across web, print, and community platforms to improve audience engagement and organizational consistency
- Managed website updates, social media content, promotional materials, and event marketing for community-focused programs and public initiatives
- Designed audience-centered marketing materials including banners, posters, typography systems, and digital graphics aligned with brand identity and accessibility considerations
- Planned and promoted large-scale community events serving audiences of up to 600 attendees through coordinated digital campaigns and visual storytelling strategies
- Collaborated across departments to create cohesive communication systems that improved visibility, engagement, and public outreach

### UX Designer | Lead Graphic Designer | Just Henry Co.

Feb 2018 - Dec 2018

- Led visual branding, social media strategy, and digital content development for multiple business clients across web and social platforms
- Designed websites, marketing campaigns, and branded content systems focused on usability, audience engagement, and cohesive digital presentation
- Managed content creation workflows including photography direction, visual storytelling, social campaigns, and platform-specific marketing assets
- Developed audience-focused social media strategies designed to strengthen engagement, improve brand consistency, and support platform-specific user behavior patterns
- Collaborated with businesses to improve digital communication, customer engagement, and overall online presence through strategic visual design systems

### Managing Editor | Editorial Designer | Boise Greenbelt Magazine

Feb 2018 - Dec 2018

- Directed editorial layout systems and publication storytelling across multiple monthly magazine issues focused on readability, pacing, and visual engagement
- Designed reader-centered editorial experiences using typography hierarchy, visual storytelling, and content organization principles to improve clarity and audience retention
- Managed contributors, photographers, deadlines, and publication workflows in fast-paced production environments with overlapping editorial schedules
- Oversaw large-scale print layouts while balancing visual storytelling with usability, information hierarchy, and cohesive publication design systems
- Collaborated closely with publishers and creative teams to maintain brand consistency and strengthen overall reader experience across print and digital platforms

## WHAT DRIVES MY WORK

I believe the best digital experiences come from understanding people deeply. Specifically how they think, behave, and feel. I combine user psychology, storytelling, and design systems to create experiences that are intuitive, meaningful, and built to make an impact.