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experience

Lead Digital Designer | Honest Co, Honest Beauty

Dec 2013 - Present

Lead for HB Android/iOS Apps, Honest Android App, Pink Pad app, BabyBump iOS app, Honest.com, HonestBeauty.com

- Took broad business ideas and concepted them into app and website flows and designs
- Collaborated with UX Designers to rebrand, redesign and launch Pink Pad iOS, women's health tracking and social networking app
- Built Sketch style guides for consistency across HB and Honest
- Created prototypes to convey concepts to stakeholders, product owners, and developers
- Trained and mentored junior designers
- Used Xcode to manually fix small UI changes for HB iOS app
- Worked alongside UX Designers to update designs for the website
- Designed and coded a responsive template and library to convert all emails into mobile-friendly designs
- Illustrated and photographed products for emails and promotions
- Promoted quickly due to efficiency in work and leadership
- Recognitions: HB App Store Features: Editor's Choice, Best New Apps in Lifestyle Nov 2015, Shopping Category Feature, April 2016

Art Director | Hooky Interactive

March 2010 - May 2013

Lead designer for web apps: Finding Nemo, Prep and Landing, It's a Small World Doll Builder, Muppet-O-Matic Muppet Builder

- Worked with high level concepts and ideas to transform them into digital applications
- Illustrated games for Easy A, 30 Minutes or Less, Glee
- Trained and mentored junior designers
- Promoted quickly due to efficiency in work and leadership
- Clients: Disney, Fox Entertainment, Sony

Designer | Left Field Labs

June 2009 - June 2010

education

University of California, Los Angeles

2004-2008

B.A. Design | Media Arts

General Assembly

Swift App Development

skills

Rapid Interactive Prototyping

UX/UI Design

iOS and Android App Design

Desktop/Mobile Web Design (Responsive)

HTML, CSS, Javascript

Swift (Xcode)

tools

Sketch

Adobe Creative Suite

Principle

Framer.js

Invision

Xcode

other

Girls Who Code Volunteer

Mentored high school students, Lead

Photoshop workshop for high school

students interested in digital design

Solve for One Hackathon

Worked with a team to concept a music playing app for a girl with "Cri Du Chat"

Syndrome so that she could listen to music independently.