



EXPERIENCE

Leidos

- **UX Web Manager**

April '24 - Present

- Drive digital strategy, content governance, UX, and front-end execution for five enterprise websites (300,000+ monthly visits) for the Ameren Illinois Energy Efficiency Program, establishing SEO, taxonomy, accessibility, and brand standards to ensure accurate, compliant, and user-focused web experiences.
- Lead and develop a multidisciplinary content team, managing intake requests, workflow prioritization, and resource allocation while providing performance management, coaching, and strategic direction across concurrent initiatives.
- Project manager for a full-scale website redesign, directing UX research, information architecture, SEO strategy, and cross-functional collaboration.
- Post launch analytics showed a 120% increase in page views, 223% increase in tracked events, 41% increase in engagement time, and reduced bounce rate.

- **Lead Web & Graphic Designer**

Dec '21 - April '24

- Lead all web-based initiatives across the Energy Efficiency Program.
- Manage large-scale design and creative projects, ensuring quality, efficiency, and on-time delivery.
- Lead website-related client engagements, guiding strategy and ensuring successful outcomes.

- **Web & Graphic Designer**

Oct '19 - Dec '21

- Lead the design and execution of marketing initiatives to meet Energy Efficiency Program performance goals.
- Enforce brand standards through quality control and consistent messaging.
- Oversee the timely delivery of professional, engaging content across channels.

Western Illinois University

Adjunct Instructor

Jan '25 - May '25

Part-time

- Taught university-level courses in Web Design, Intro to Coding, and Intro to UX Design, covering foundational concepts, tools, and industry workflows.
- Developed and delivered hands-on lesson plans emphasizing real-world applications, usability principles, and practical problem-solving.
- Fostered an inclusive learning environment that encouraged student engagement, skill development, and confidence in technical and design disciplines.

Banner Publications

Web Designer

June '18 - Oct '19

- Design, implement, and maintain custom coded and WordPress websites for diverse clients.
- Advise clients on website strategy, scope, and design while leading sales calls and presentations.
- Create advertising, logos, and editorial layouts for high-volume magazine publications.

All Right Sign

Graphic Designer

June '17 - June '18

- Design signage, including monument and pylon signs, banners, vinyl graphics, and digital prints.
- Work directly with clients on design solutions and project pricing.
- Collaborate with design and production teams to manage website updates and sign production.

EDUCATION

Front End Web Development Certification

Clarusway, 2022

Bachelor of Fine Arts Graphic Design

Western Illinois University, 2017

SKILLS

Design Tools: Figma, Sketch, Adobe Illustrator, Adobe XD, Adobe Photoshop, Wordpress, Webflow, Adobe Indesign, Affinity

Design Skills: UX Design, UI Design, Journey Mapping, Information Architecture, Responsive Web Design, Design Systems, Personas

Development: ReactJS, Javascript, HTML, CSS