

I'm a UX designer with a background in content strategy, branding, and entrepreneurship. I love finding creative ways to solve problems and captivate users through storytelling. My work is driven by empathy, curiosity, and a passion for designing intuitive, human-centered experiences that connect deeply with people and align with business goals.

Education

General Assembly

UX Design Bootcamp • April 2025

Berklee College of Music

UX Projects

Remedy • Sleep Tracking App

Designed an Apple Watch–integrated sleep app that reveals hidden wake-up triggers. Led user interviews, prototyping, and usability testing to deliver personalized recovery insights.

Beauty Girls • Website Redesign

Redesigned a booking site to improve navigation, trust, and ease of use. Simplified the flow and reorganized content based on user testing and card sorting.

Phoenixville Library • App Design

Created an app for renting non-book items from local libraries. Focused on discoverability, user flow, and accessibility through research and wireframes.

Skills

Tools: Figma, Illustrator, Photoshop, HTML/CSS
UX Skills: User Research, Wireframing, Prototyping, Affinity Mapping, Personas, Task Flows, Usability Testing, Journey Mapping
Strengths: Storytelling, Visual Design, Content Strategy, Collaboration, Empathy-Led Design, Presentation Skills

Experience

UX Design Bootcamp

General Assembly • 2025 • Remote

Completed an intensive UX design bootcamp where I gained hands-on experience in user research, wireframing, prototyping, and usability testing. I focused on creating intuitive, human-centered solutions and presented high-fidelity prototypes backed by research.

Digital Content Strategist

Rumble Boxing • 2021 - 2024 • Atlanta, GA

Created digital experiences that connected with users through community-driven storytelling and localized brand messaging. Designed and tested content strategies to improve engagement based on user behavior insights.

Founder

Eat Savvy • 2017 - 2021 • Los Angeles, CA

Built a wellness brand from the ground up using UX principles—user research, iterative design, and brand storytelling—to create a product and digital experience that resonated with 40K+ followers and top-tier Los Angeles wellness venues.

Content Strategist

Kode Magazine • 2016 - 2018 • Los Angeles, CA

Worked with cross-functional teams to develop digital-first content that resonated with users. Used insights and performance data to optimize experiences across platforms, from social to editorial.