

Teaching Interests

Graphic Design, Typography and Layout, User Experience Design and Research, User Interface Design, Digital Media, Design Thinking, Digital Product Design, Print and Packaging Design, Branding and Visual Identity, Web Design, Content Creation, Marketing Communications, Personal Branding

Education

Ph.D. in Communication, High Distinction, 4.0 · *Liberty University, Lynchburg, VA* · 2024

Dissertation: "Claiming the Crown — The Agency and Fandom of 'The Woman King.'"

Executive Certificate in Communication, 4.0 · *Liberty University, Lynchburg, VA* · 2021

M.F.A. in Interactive Media, 3.9 · *University of Miami, Coral Gables, FL* · 2017

Specialization: UI/UX Design and Data Visualization · Capstone: "Jim Crow: Now and Then"

B.S. in Creative Advertising, Cum Laude, *University of Miami, Coral Gables, FL* · 2015

Minor: Marketing

B.A. in Media Practice, Exchange Semester, *University of Sussex, Brighton, England* · 2014

A.A. Web Design, Highest Honors, *Miami Dade College, Miami, FL* · 2013

A.A. Graphic Design, Highest Honors, *Miami Dade College, Miami, FL* · 2013

A.S. Computer Animation, Honors, *Miami Dade College, Miami, FL* · 2012

Experience

IT Specialist (Internet), *National Archives and Records Administration (NARA)* · July 2023 – Present

- Led and managed large-scale user experience research projects for the National Archives Catalog and website, developing templates, frameworks, and processes that earned an Innovation Award
- Conceived and led the creation of standardized UX/UI resources, including a 25-page Research Guide and 25 accompanying templates, improving project efficiency by an estimated 20% by developing comprehensive templates, frameworks, and processes
- Established and enforced design standards and guidelines for NARA's digital products, ensuring platform consistency, usability, and adherence to Section 508, ADA, and WCAG standards, resulting in a 12% reduction in accessibility-related issues identified in audits
- Designed user-friendly AI interfaces and contributed to training AI tools, enhancing model accuracy by 5-10% based on user interaction data by refining interaction flows, curating data inputs, and improving user feedback mechanisms
- Designed and prototyped web pages and user interfaces, prioritizing user experience, contributing to an 8% increase in user engagement metrics
- Utilized Analytics to measure digital product efficacy and reach, informing data-driven strategies, leading to a 15% improvement in key performance indicators (KPIs) for targeted content by leveraging Google and Adobe Analytics
- As a Federal Acquisition Certification-Contracting Officer's Representative (FAC-COR) Level 3, I provided technical consultation to CORs, facilitating the successful award of contracts by ensuring alignment of Request for Quotes and Performance Work Statements with program needs and technical requirements

Senior Program Mentor, *Western Governors University* · February 2020 – Present

Provided design services for nonprofits and small businesses, taken on alongside full-time roles

- Provides expertise in software engineering and maintains current knowledge in the field
- Fosters student learning through innovative and motivational teaching and coaching practices

- Offers direct, comprehensive support, coaching, and guidance to undergraduate and graduate students, improving student retention through innovative and motivational teaching and coaching practices
- Utilized various learning management systems to aid in student support, enabling proactive support and improving academic progress by 15% by creating dashboards to monitor their academic progress

Freelance UX/UI and Visual Designer, Cibonay Dames, LLC · August 2010 – Present

Provided design services for nonprofits and small businesses, taken on alongside full-time roles

- Led website redesigns and digital campaigns, improving usability, enhancing online presence, and increasing traffic by over 20% and conversion rates by an average of 10% through strategic redesigns and digital campaign management
- Conducted qualitative and quantitative research to inform design and improve engagement, leading to data-driven design decisions that improved user satisfaction scores by an average of 12% by utilizing a blend of research methodologies
- Designed and developed reports, infographics, interactive charts, graphs, and tables, supporting and enhancing print and web content, and improving data comprehension for stakeholders by 25% by leveraging design and data visualization skills
- Created and edited plain language content for diverse digital and print materials, ensuring content reached a broader audience, including those with cognitive disabilities, through adherence to branding, accessibility standards, and plain language principles

IT Specialist (APPSW) · Writer-Editor, Department of Navy, NAVSAFECOM · July 2022 – July 2023

- Administered SharePoint and managed web content, optimizing collaboration and document management, optimizing collaboration and document management and resulting in a 25% increase in content update efficiency
- Designed and managed user-friendly visual prototypes and front-end interfaces for public-facing websites, improving user task completion rates by 18% using various content management systems
- Monitored site functionality, security, and integrity, identifying and resolving critical issues that could impact more than 5,000 monthly users using Analytics and SEO tools
- Spearheaded the development of user-centered assistive systems, achieving 100% compliance on all new features and reducing reported accessibility barriers by 15% to ensure compliance with Section 508 standards, and facilitated testing with users relying on assistive technologies

Communication and Creative Arts Adjunct Professor, Liberty University · April 2021 – May 2022

- Provided high student outreach through online course engagement and email support, resulting in a 95% student satisfaction rate by offering personalized guidance and support
- Course taught: *Art as Communication*

Visual Communication and Design Adjunct Professor, Southern New Hampshire University · September 2020 – October 2023

- Conducted comprehensive course audits and served as a Subject Matter Expert (SME) for the Data Visualization program, providing insights that enhanced curriculum and student learning outcomes by 20%
- Courses taught: *User Interface and Experience, Designing with Data, Graphics and Layout in Print Media, Introduction to Digital Imaging, and Graphic Design Portfolio*

UI/UX Designer and Researcher, Ferguson Enterprises · September 2017 – June 2020

- Improved user search experience by 21% and increased conversion rates by 11% through targeted web content and redesigns, contributing to a significant increase in online sales revenue
- Managed content creation and marketing materials, optimizing content performance, and achieving a 15% higher click-through rate on key campaigns by using data to refine user experience strategies

- Conducted customer interviews and surveys, led user research workshops, usability studies, and A/B testing, informing over 50 product iterations and feature enhancements by gathering and incorporating feedback to improve product designs

User Interface and Web Designer, *University of Miami* · September 2015 – March 2018

- Enhanced over 100 web pages, resulting in a 95% adherence rate to new guidelines by ensuring compliance with the University of Miami's branding, design, and editorial standards
- Designed wireframes and prototypes for front-end layout improvements and integrated analytical products within SharePoint and ESRI, improving data accessibility for departmental users by 18%
- Developed standard operating procedures and style guidelines for digital content, maintaining high-quality documentation standards and reducing content creation errors by 11%
- Conducted SEO analysis surveys and gathered feedback to refine website functionality and design, leading to a 10% increase in organic search traffic by translating user requests

Adjunct Professor, *The Art Institute of Virginia Beach* · Fall 2017

- Prepared lesson plans, assignments, projects, and quizzes, resulting in a successful course launch with a 100% student completion rate by introducing students to web development techniques, tools, and technologies
- Course taught: *Introduction to Web Design*

Design and Research Associate, *The Office of Richard Saul Wurman* · August – December 2016

- Designed and researched images and content for Richard Saul Wurman's book "Understanding Understanding" contributing to the successful publication of the book
- Designed elements of visual products, including pamphlets, brochures, and books
- Created charts and graphs to improve the storytelling experience and met with management and designers to plan illustration projects

Teaching Assistant, *University of Miami* · Summer 2016 – Spring 2017

- Assisted in developing syllabus and overall course structure for courses teaching software skill development leading to a more structured and effective learning experience for students
- Introduced students to visual communication design, including theories, principles, and practices of UI/UX design and concept development, enhancing student understanding of core concepts
- Collaborated on curriculum, assignments, and exams, and graded student work, supporting the effective operation of multiple courses
- Courses taught: *Graphic Design for Strategic Communication, Advanced Graphic Design for Advertising, and Brands and Brand Design*

Art Director, *PhilADthropy Campaign* · May 2014 – February 2017

- Worked directly with student volunteers, providing guidance and expertise for client advertising and marketing needs, leading to the successful execution of multiple pro-bono campaigns
- Assisted students with the ideation and design of concepts, development, and design of posters, postcards, social media content, email blasts, signage, and websites

Marketing Coordinator, *Roca Tile USA* · March 2013 – February 2016

- Designed, produced, and coordinated all merchandising/promotional selling materials, supporting sales growth of 15% annually by creating catalogs, brochures, flyers, packaging, signage, and product displays
- Responsible for all website development, design, and maintenance, including online campaigns, increasing web leads by 21% year-over-year
- Created marketing materials and presentations for product promotion at nationwide distributors like Home Depot and Floor & Décor, contributing to a 10% increase in product placements
- Created social media campaigns and press releases

- Designed and assisted in the remodeling of the company's showrooms in New York, Chicago, Houston, Los Angeles, and Miami, enhancing customer experience and driving foot traffic by 16%
- Organized all the company's nationwide trade shows, successfully managing logistics for 5+ major events annually through meticulous planning and coordination

Workshops

User Research Workshops, <i>NARA, Virtual</i>	2023 – Present
Graphic and Print Design Workshops, <i>NAVSAFECOM, Norfolk, VA</i>	2022 – 2023
Girls Who Code Facilitator, <i>Norfolk, VA</i>	2021 – 2022
User Research Workshops, <i>Ferguson Enterprises, Newport News, VA</i>	2017 – 2020
After Effects Workshops, <i>University of Miami, Coral Gables, FL</i>	Fall 2016 – Spring 2017
Color Theory Workshops, <i>University of Miami, Coral Gables, FL</i>	Fall 2016
UX/UI Workshops, <i>University of Miami, Coral Gables, FL</i>	Summer 2016 – Spring 2017
Web Development Workshops, <i>University of Miami, Coral Gables, FL</i>	Fall 2015 – Spring 2017

Skills and Tools

Design: User Flows, Wireframes, Prototypes, Mockups, Information architecture, Interaction and responsive design, Design thinking, Adobe CC, Figma, Axure, InVision, Sketch, US Web Design System, Infographics, Data visualization, Digital asset creation, Print design, Branding, Identity, Esri, Photography, Videography

Research: Generative & Evaluative Research (User Interviews, Surveys, Usability Testing, A/B Testing), Journey Mapping, Personas, Heuristic Evaluation, Analytics (Google, Adobe), Tableau, PowerBI, UserZoom, Optimal Workshop, Monsido, Crazy Egg, Accessibility audits (axe, WAVE), Section 508, WCAG 2.1

Front-End Development: HTML5, CSS3, D3.js, GitHub, CMS (Drupal, SharePoint, WordPress)

Project Management: Jira, Trello, Asana, Confluence, Agile/Scrum, FAC-COR 3

Awards & Affiliations

- NARA Office of Innovation Award, 2024
- Usabilla Global Exchange Best End-to-End Use Case Award, 2019
- Winner of Best Web and Mobile Submission for Canes Film Festival, 2017
- Winner of the Market Bridge Challenge, 2016
- Girls Who Code - Norfolk, VA Club Facilitator Volunteer
- Women in Technology International (WITI) – Member
- User Experience Professionals Association (UXPA) – Member
- Interaction Design Association (IxDA) – Member