

OBJECTIVES:

I pour creativity into each project while keeping the user experience purposeful and clear. With extensive experience in UX, Digital Design, and AI integration, I know how to take a project from concept to final delivery.

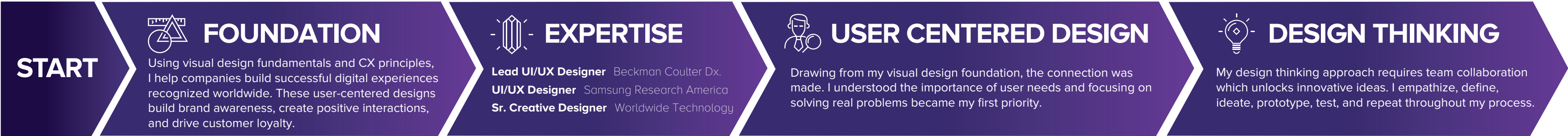
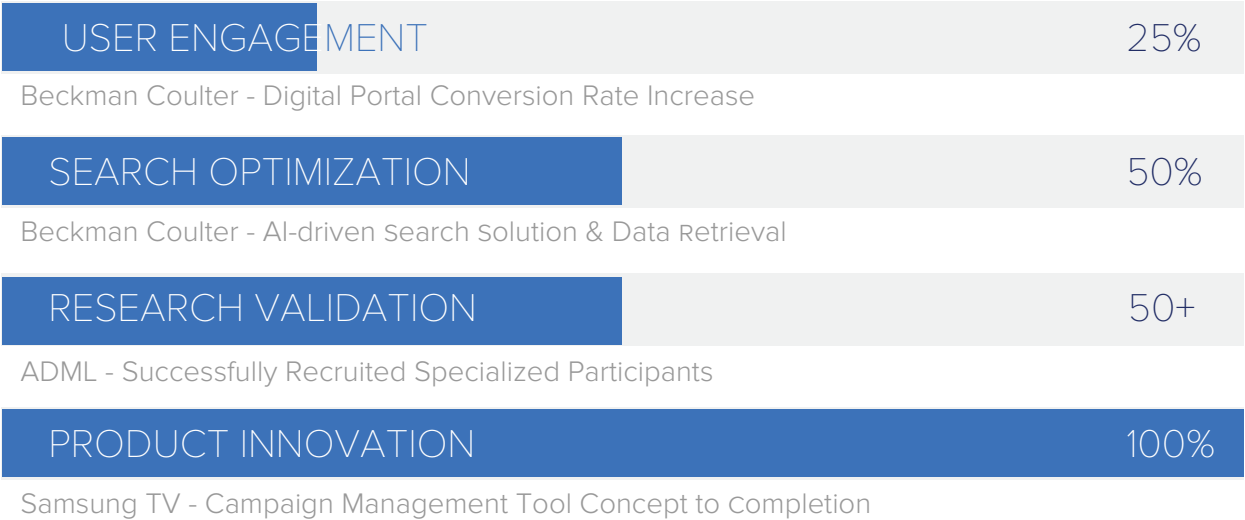
I hold a Bachelor's in design from the Atlanta College of Art and I am founder of The Branding Lab, member LA User Experience Group, and the International Web Design Association.

GOALS:

My goals are to continue leveraging my UX design expertise within a progressive company that values human-centered innovations and has a mutual vision for creating meaningful user experiences.

As technology evolves, I will stay at the forefront of these changes, especially AI integration in design workflows. Ultimately, my design expertise will serve as a platform to help organizations create digital products & experiences that solve user problems and drive business success.

PROVEN IMPACT



- AWARDS:

Best Self Promotion Piece, Merit Design Works, Featured: Atlanta Tribune Magazine, How Design Magazine, Brand Design Master Library
- ACCOLADES:

Lead Kaizen Journey Mapping & Persona's, Danaher DE&I President's Kaizen, Int'l. Web Design Association, Founder: The Branding Lab
- MENTORSHIP:

Helping others to learn the importance of great design is paramount. That's why I founded **The Branding Lab** meetup group and joined **ADPList** to mentor creatives globally.
- CREATIVITY:

I learned to apply this methodology into my process. Capturing ALL ideas from your team as well as stakeholders early in the process leads to innovative ideas.

MENTORS

Whom do you consider your mentors?

Creative from the Start

Born and raised in St. Thomas U.S. Virgin Islands, creativity has always been part of my childhood. My high school art teacher Ms. Francis Rutnick recognized my talent and became my mentor, encouraging me to apply to Atlanta College of Art.

During my first year, I gravitated towards graphic design for its mixed media possibilities. My graphic design instructor Peter Wong became another pivotal mentor, helping refine my technical skills and design thinking approach.

EDUCATION

What educational status have you achieved thus far?

I hold a Bachelor's Degreeof Design from Atlanta College of Art.

Additional Achievements:

Generative AI Productivity Leadership Principles Insights For Innovation Digital Psychology Specialist Human-Centered Design Human-Computer Interaction

Microsoft Harvard University IDEO CXL Institute Acumen/IDEO IDF - Interaction Design Foundation

INDUSTRY EXPERIENCE

What specific industries have you worked in during your career?

I've had the pleasure to work within numerous industries. These industries include **Healthcare, Consumer Electronics, Corporate Travel, Marketing Agencies, and Hospitality.**

I have developed and assisted in numerous brand marketing and design projects which have gained results and increased company revenue.