



Work History

Rite Aid  
Senior Manager, User Experience    Camp Hill, PA (Remote)  
September 2019 – May 2025

- **Drove digital innovation** by launching omni-channel features like buy-online pickup in-store, Rx + non Rx mixed basket, and 3P same-day delivery and overseeing UX while re-platforming to Adobe's Enterprise Cloud stack.
- **Increased overall AOV and conversion** by 15% and 27% respectively through bottom-of-funnel product strategy, adding additional payment methods including HSA/FSA with split payments, Afterpay, Apple Pay, Google Pay, and Paypal.
- **Established user-centric, data-driven decision making** by onboarding UserTesting.com/UserZoom platform, and developing processes for competitor analysis, market research, heuristic evaluation, journey mapping, etc..
- **Improved bottom-of-funnel load times** by 18%, leading to 28% increase in cart page conversion by recording user frustration in a series of user tests and championing investment in site performance optimization.

Iowa State University  
Graduate Assistant, Virtual Worlds and Applications    Ames, IA (Remote)  
August 2019 – December 2019

- **Mentored students** leading to 100% coarse completion by leading online discussions, graded assignments, and helping student's troubleshoot VR/AR iOS, Android, and Oculus apps developed in Unity Game Engine using C#.

Bass Pro Shops  
UX Designer    Sidney, NE  
July 2018 – August 2019

- **Decreased operating costs** by helping integrate customer digital experiences with a unified white-label system for Cabela's and Bass Pro Shops who had recently merged, including websites and iOS/Android Apps.
- **Solved complex usability problems** as project lead on a number of innovative features, including adding pre-owned product to ecommerce, optimizing global navigation using Hick's law, and a new OneSource content/community platform.

Cabela's  
Senior Interactive Art Director    Sidney, NE  
September 2013 – July 2018

- **Managed digital creative in multiple product categories** during record-breaking sales period by designing and coding innovative landing pages, HTML emails, social media campaigns, and other multi-channel digital marketing materials.
- **Fostered cross-functional collaboration** as the marketing team's self-appointed liaison to UX, SEO, and development teams by organizing recurring meetings, participating in UX research, and establishing process optimization exercises.
- **Drove modernization of front end development** for marketing landing pages and HTML emails by moving away from outdated image maps to new responsive, accessible templates in HTML 5, CSS, Bootstrap and jQuery.

Torque Agency  
Graphic Designer    Rexburg, ID  
April 2012 – March 2013

- **Developed broad skill set** by working in a wide variety of mediums including web, marketing emails, environmental design, vehicle graphics, and packaging for several power-sports industry companies.

AlphaGraphics  
Graphic Designer    Idaho Falls, ID  
August 2007 – April 2012

- **Established newly-opened print shop as go-to destination** for great value design services in the region by working directly with clients to design graphics for various printed materials, brand identities, vehicle graphics, and signs. Owners have since expanded to several locations and employ a large marketing and design team.
- **Brought in stable customer base** from among art-student peers at local university who were seeking higher quality print materials than were available from other sources such as the university books store.

Education

Iowa State University  
Master of Human Computer Interaction    Ames, IA (Online)  
2018 – 2019

- 4.0 GPA, Areas of Interest: Cognitive Psychology, Emerging Technology (VR/AR, Artificial Intelligence), Scientific Methods

Brigham Young University–Idaho  
Bachelor of Fine Arts (BFA)    Rexburg, ID  
2006 – 2011

- Areas of Interest: Graphic Design, Interaction Design, Brand Identity & Design Systems

Skills

- |                        |                            |                            |                             |
|------------------------|----------------------------|----------------------------|-----------------------------|
| • User-Centered Design | • Qualitative Research     | • Accessibility (WCAG+ADA) | • Agile/Lean Methodologies  |
| • Mentorship           | • Quantitative Research    | • Process Improvement      | • Data Analytics            |
| • Rapid Prototyping    | • A/B Multivariate Testing | • Front-end Development    | • iOS & Android Mobile Apps |
| • Communication        | • Strategic Thinking       | • Project Management       | • Mastering Design Software |