

Professional Experience

UX Web Co. (formerly UX Web Guy) – Hybrid – Bastrop, TX

UX Designer | May 2023 – Nov 2025

- Solely responsible for the design and build of 40+ responsive websites using WordPress and Divi Builder, for small businesses across America. Clients spanned industries, most were B2C services, e-commerce or health related.
- Created user-centered prototypes in Figma, from wireframes to high-fidelity designs. Utilized user feedback and stakeholder interviews to iterate new design solutions. Ensured solutions created consistent conversions.
- Conducted market research, including competitive audits and SWOT analysis to position the brand to fill a space in the market unique to the client's vision.
- Applied copywriting aligned with UX principles to elements across websites, frontend and metadata, that both aligned with brand selling points, hit SEO keywords and put the website on google's front page.
- Developed brand systems (logos, typography, color palettes, UI components, images) to ensure visual consistency and accessibility across both print and digital assets.
- Collaborated with the Google Ads team to optimize landing pages and user flows, doubling click-through reliability, for example, after my edits one client sold out their entire marina in one summer.
- Applied HTML, CSS, and JS to refine interface responsiveness and visual quality.

The Meadows Center for Water and the Environment – San Marcos, TX

Graphic Design Intern | Aug 2021 – May 2023

- Designed digital and print assets aligned with brand guidelines, including stickers for touring students and merchandise for donors. Illustrated protected animals on the company campus for cards & stickers.
- Developed brand systems and style guides to ensure visual consistency for the non-profit's podcast on climate change.
- Collaborated with the communications team to create a 20th anniversary logo.

Texas Computer Education Agency (TCEA) – Remote – Austin, TX

Adobe Online Course Creator | Feb 2021 – Jul 2021

- Scripted, recorded, and edited 30+ instructional videos for Adobe Photoshop curriculum.
- Produced engaging, step-by-step lessons used by thousands of Texan educators and students.
- Course ranked among the Top 5 most popular offerings at TCEA.

Education

Bachelor of Fine Arts in Communication Design

Texas State University – San Marcos, TX | 2023

Tools

Figma • WordPress • Divi Builder • Adobe Creative Suite (Illustrator, Photoshop, XD) • Google Workspace • Notion • HTML/CSS/JavaScript • Slack • ClickUp • Mural

Highlighted Portfolio Projects

Canditch | Deliverables: App, Browser Plugin, Interactive Story, Brand System

- Researched the fashion industry for solutions to fast fashion. Utilized IDEO design process to ideate solutions to fast fashion consumption. Designed app that utilizes AI image search to find thrifted versions of new clothes.

Pie Ink | Deliverables: App, Packaging Design, Brand System

- Designed UI for a hypothetical 3-D food printing kiosk and app. Mapped user journey from discovery to delivery.