

## VOLUNTEER

### UXSTRAT Conference

Aug 2019

- Personal Assistant to Paul Bryan
- Coordinate with speakers
- Assist with check-in and seminars

### T9Hacks Hackathon

Aug 2019 - May 2020

- Event UX Coordinator
- Create design and structure of event
- Manage registrations and prizes

## SKILLS

### Language

- English
- Spanish

### Research

- CITI Human Research Training
- User Interviews
- User Testing
- User Flow

### UI/UX

- Interaction Design
- User Centered Design
- User Experience Writing
- Wireframes

### Tools

- Sketch
- Adobe Illustrator
- Adobe InDesign
- Adobe XD

## EDUCATION

### University of Colorado, Boulder

M.S. *Creative Technologies and Design*

B.S. *Spanish Language & Literature*

Minor *Technology, Arts and Media*

## EXPERIENCE

### Digital Marketing Associate

Sept 2018 - Mar 2020

*Goldbug Inc.*

- Write compelling copy for website and social media
- Evaluate marketing plans, such as budgets, partner research and product selection
- Confer with Product Managers to ensure successful launches

### Website Design

Aug 2017 - Mar 2019

*Freelance*

- Formulate basic layout design, present to clients and execute final decisions
- Establish a web presence and promote brand awareness
- Create designs, concepts and sample layouts, based on knowledge of design principles

### Marketing Intern

Mar 2018 - Jul 2018

*Pure Financial Advisors, Inc.*

- Assist with events for clients and leads
- Compose weekly and monthly email newsletters
- Research and apply for awards and recognition

### Media Specialist & Assistant

Jun 2015 - Jun 2017

*D'luxe Designs*

- Design and maintain a user-friendly website allowing customers to contact and custom order bathing suits
- Communicate with customers via email
- Prepare for end of season photoshoots