

SUMMARY

Product management and design professional with 6+ years creating intuitive experiences for users both live and on web/mobile platforms. Strong background in fast-paced startup environments, with a formal education in Communications Design (UX/UI) and Digital Art. Experience in user research, persona development, user journey mapping, and wire framing and prototype development. Proficient with Figma, Adobe Creative Cloud, and standard Microsoft Office and Google Suite tools. Passionate about inclusive design and contributing to projects that make user experiences more helpful and enjoyable. The ideal role would allow me to coordinate between teams involved in design and production, to ensure collaborative solutions solve real-world user needs.

EXPERIENCE

Director of Collegiate Services and Creative Project Manager

Stay Plugged In, *October 2023 – July 2025*

- Developed and launched the Collegiate Services Program, including outreach and business development strategies that generated a pipeline valued between \$500K and \$800K within six months
- Led onboarding for new collegiate partners and provided ongoing support to enhance partner satisfaction and platform engagement
- Designed and conducted user research interviews, transforming qualitative insights into measurable data to guide platform updates and service offerings
- Collaborated with developers, stakeholders, and operational teams to prioritize platform changes based on user needs and strategic objectives
- Created and managed the Coca-Cola All-Stars Golden Ticket incentive campaign, delivering 2.6 million impressions and reaching 1.3 million users through effective sponsorship activation
- Oversaw social media strategies for brand sponsor campaigns, achieving over 10 million impressions and 6.5 million engagements with an average cost per click of \$0.002
- Built a structured system for collecting and analyzing community feedback to guide roadmap decisions and product refinements
- Conducted outreach to prospective users, captured their needs, and used findings to shape core service offerings by translating qualitative feedback into actionable strategies
- Created custom template to track weekly outreach and community development to report progress to executive leadership

Small Business Owner, Design Consultation

Eyeconik Design Solutions, *February 2014 – Present*

- Designed branding and marketing materials for clients such as the Carolina Hurricanes, Coca-Cola, Brightspeed, and multiple small businesses
- Collaborated on creative strategy and digital design assets, including website layouts, social media content, and pitch decks
- Consulted with business owners to restructure sales models, resulting in improved efficiency, error reduction, and revenue growth
- Prevented an estimated \$400K in revenue loss for 7 Locks Brewing through a combined sales and product pivot strategy
- Delivered training sessions on communication and customer service, increasing staff efficiency by 15% and a 35% improvement in customer satisfaction
- Implemented new operational procedures that reduced task time by up to 70% and increased sales performance by 15%
- Actively explored and experimented with AI-driven design and productivity tools to stay current with emerging industry trends

Sales Manager and Marketing Associate

Tobacco Wood Brewing, *March 2021 – March 2024*

- Increased territory revenue by 400% in the first year and an additional 20 percent in the second year
- Worked cross-functionally with production and sales teams to align inventory with demand, resulting in 70% increased sales KPI's on targeted products
- Provided marketing and sales insights to guide new product development and improve brand positioning in local markets
- Collaborated with marketing team to develop local campaigns, boosting visibility and foot traffic to retail partners

Territory Sales Manager

7 Locks Brewing, *April 2019 – March 2021*

- Managed 200+ B2B accounts, achieving top-performer status through consistent cold outreach and territory management
- Introduced quality control procedures that helped avoid product-related legal and brand risks
- Developed lead qualification and tracking system that halved sales losses and streamlined reporting
- Delivered product presentations and demos to decision-makers across hospitality and retail industries

Associate Designer

Aaron Petrik Designs, *April 2013 – May 2017*

- Collaborated with master designer Aaron Petrik, to learn full design cycle from consultation and research to final draft and delivery. Used Adobe CC Tools (Photoshop, Illustrator, InDesign, Lightroom, Bridge, etc)
 - Assisted with design research, branding, and advertisement production for consumer brands.
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CERTIFICATIONS

Google – Foundations of UX Certificate

EDUCATION

Bachelor of Arts in Communication Design **(UX/UI)** and Digital Art

Elon University, Elon, North Carolina, 2016

SKILLS

Full-cycle sales strategy • SaaS Platform Onboarding • Client Relationship Management • User Experience Strategy • B2B Sales • Digital Marketing • Cold Outreach • Proposal Development • Digital Campaign Execution • Web Design • User Research and Testing • User Journey Mapping • CRM Tools (Monday, Ekos, Lilypad, etc) • Figma • Adobe Creative Cloud • Wireframes and Prototypes • Miro • SurveyMonkey • Mailchimp • Google Suite • Microsoft Office