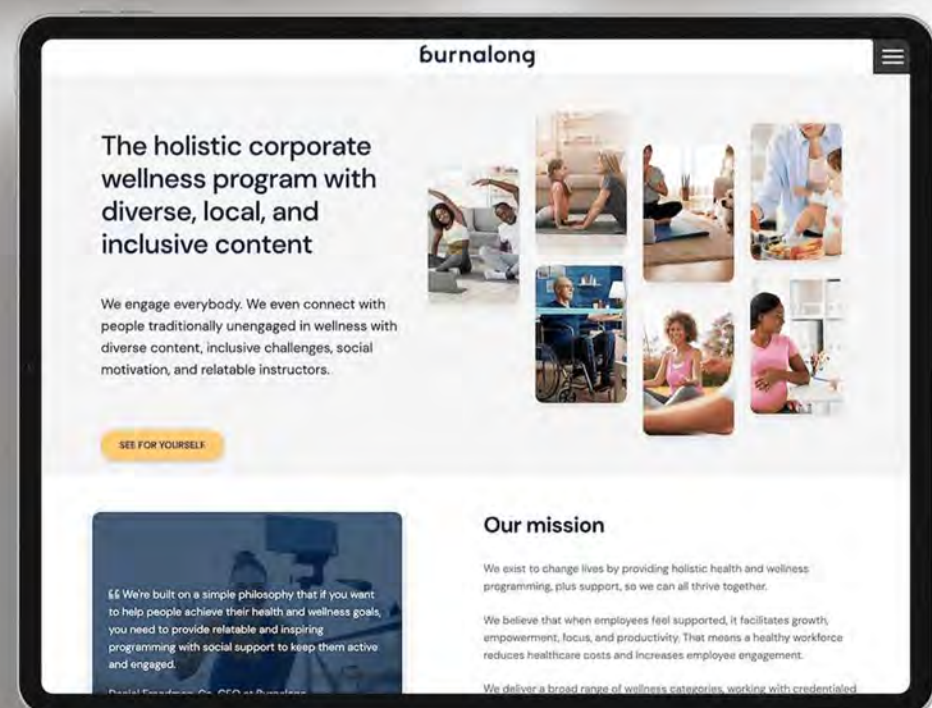
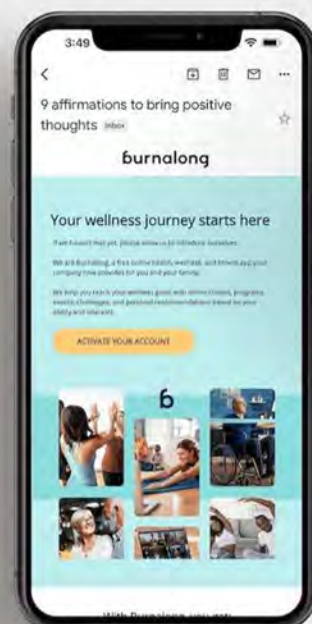
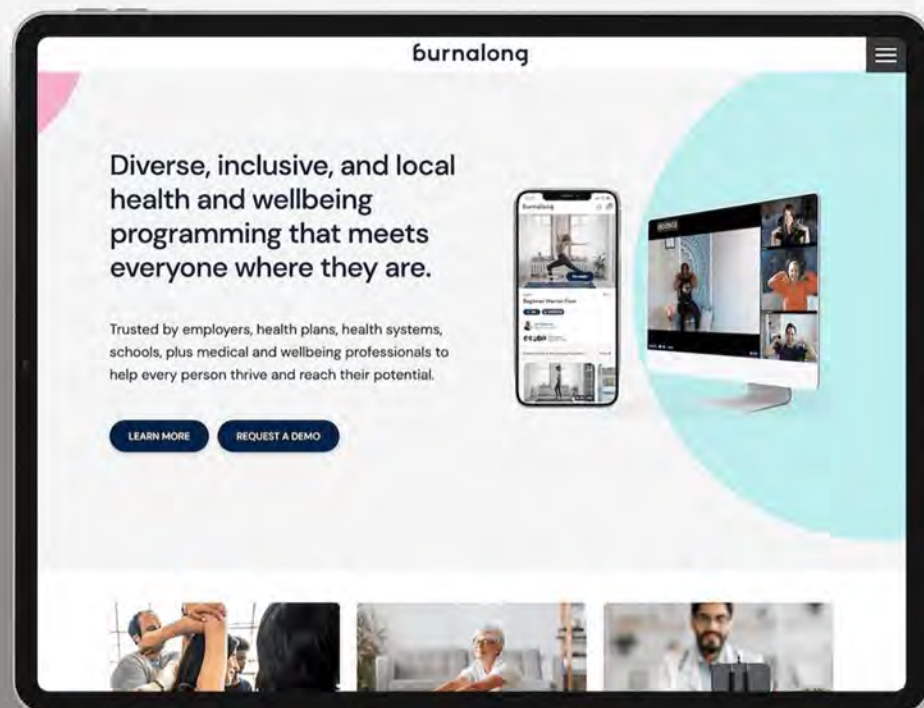


SKILLS

- BRANDING
- DIGITAL AND PRINT DESIGN
- INFOGRAPHIC DESIGN
- ADOBE SUITE
- CANVA

BURNALONG REBRAND

Experience leading a B2B company through a full rebrand, updating hundreds of assets to establish a strong brand identity and cohesively reflect the brand vision and voice.

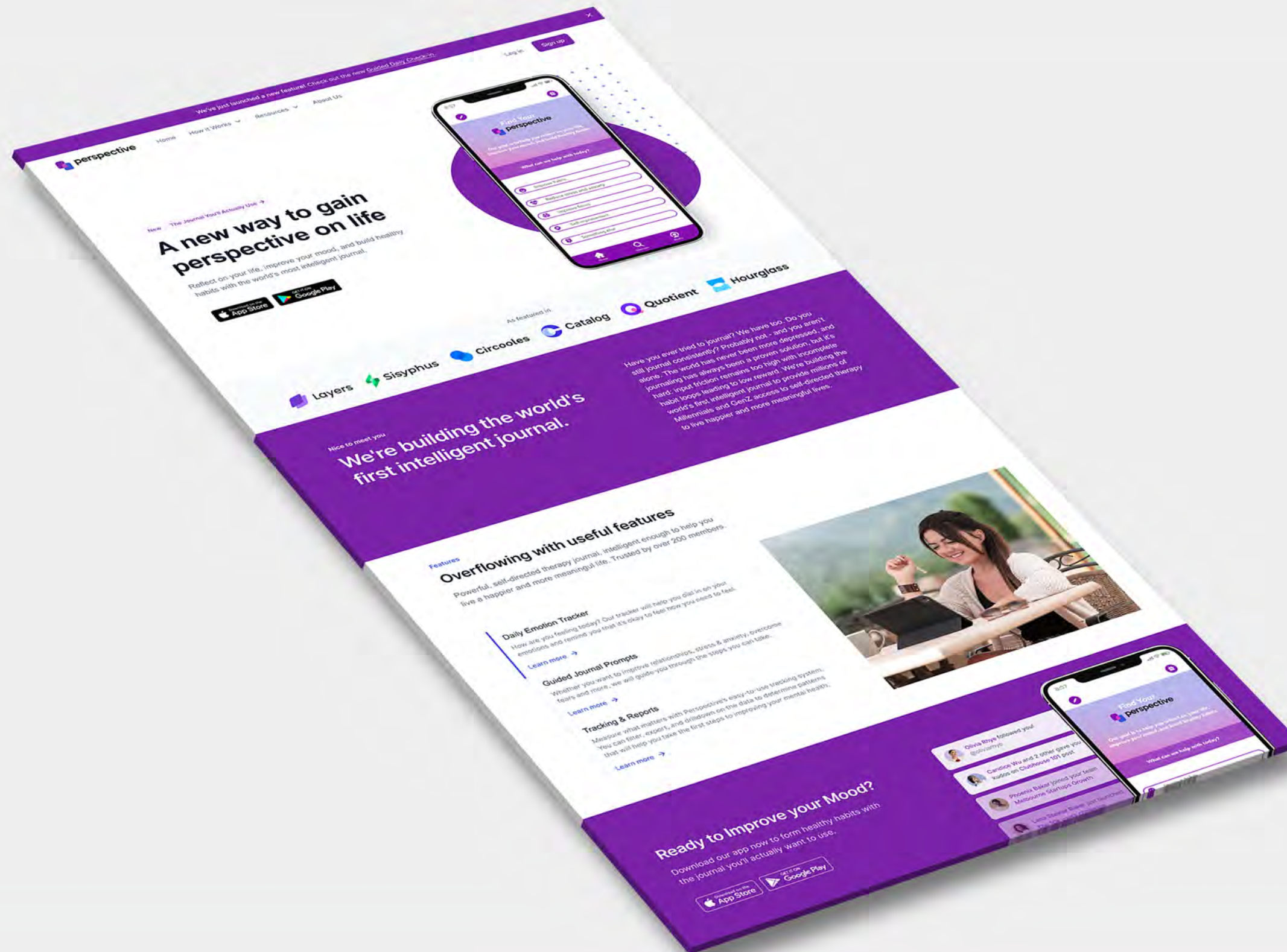


SKILLS

- DATA-DRIVEN DESIGN
- HUBSPOT CMS
- BRAZE / CUSTOMER.IO
- SOCIAL MEDIA AUTOMATION

BURNALONG DIGITAL ASSETS

Designed and developed B2B website in Hubspot, with focus on conversions to generate direct revenue. Created email templates, performing AB testing to boost clickthrough rates. Designed in-app notifications resulting in 10% increase in conversion of platform users. Was responsible for social media designs and captions.

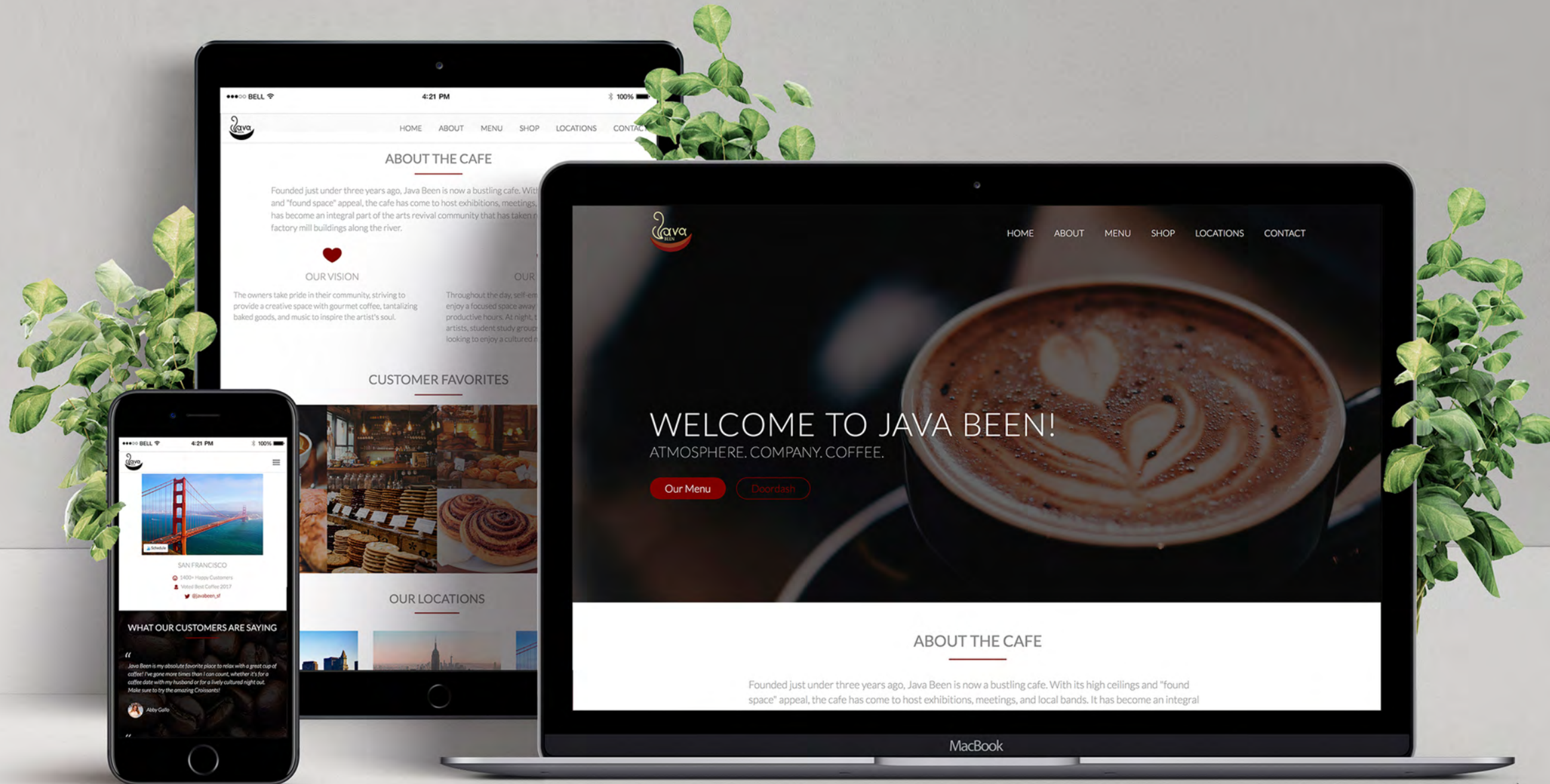


SKILLS

UI / UX DESIGN
BRANDING
MOBILE APP DESIGN
FIGMA

PERSPECTIVE LANDING PAGE & APP MOCKUP

This bright, modern landing page was designed in Figma, with focus on a clean layout meant to highlight features of the mobile app. The landing page and home page app mockup successfully capture the brand vision and style.

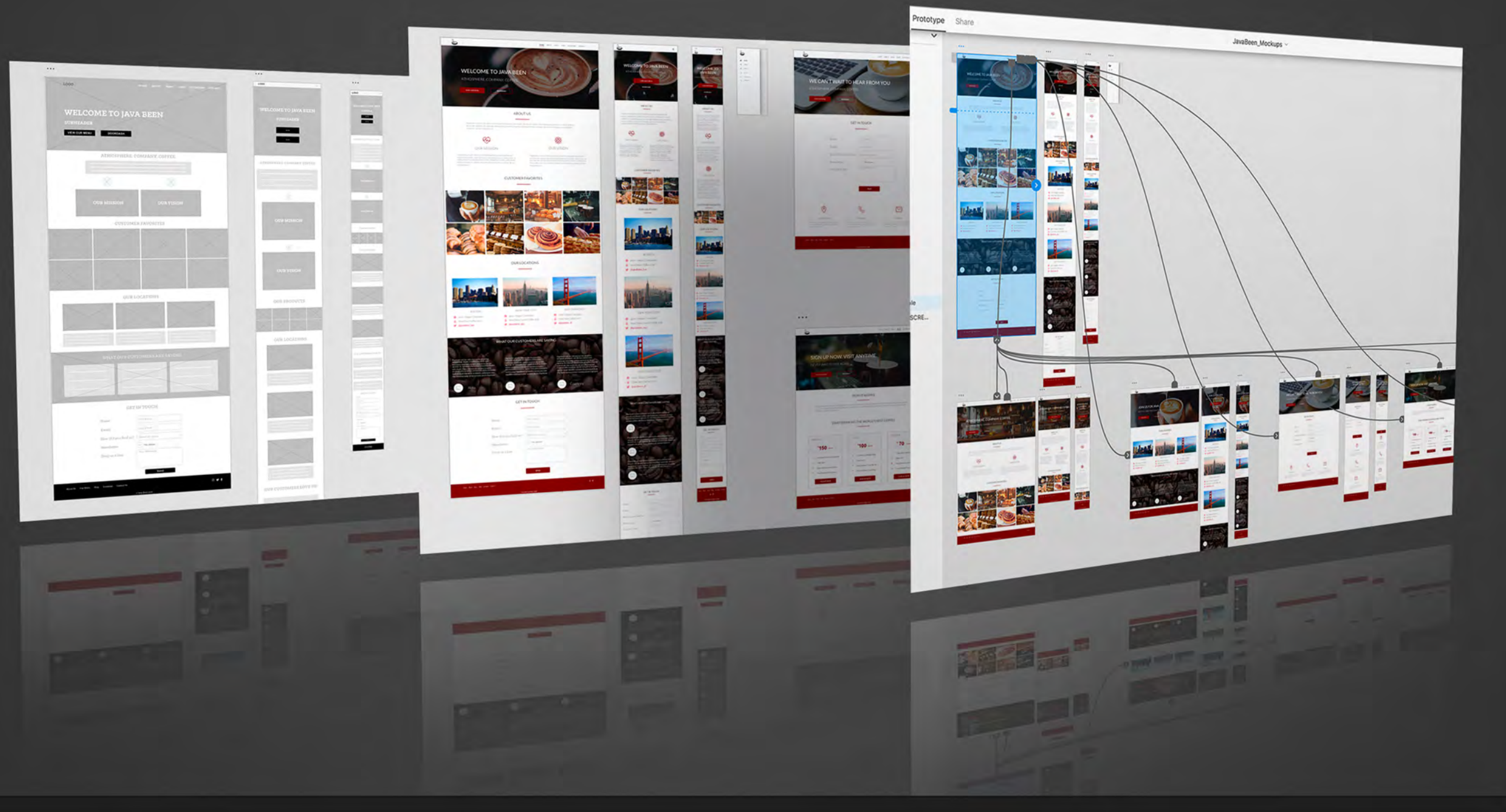


SKILLS

WEB DESIGN
HTML | CSS | JAVASCRIPT
BRACKETS
PHOTOSHOP

JAVA BEEN WEBSITE

Java Been wanted a modern, hip website for their small coffee cafe. The responsive website was completed with focus on the user experience, including the development of a fully functional and optimized website using HTML5, CSS3 and JavaScript in Brackets.



SKILLS

UI / UX DESIGN
WIREFRAMES
INTERACTIVE PROTOTYPES
ADOBE XD

JAVA BEEN WEBSITE

Java Been's responsive website was completed with focus on the user experience. The design process involved the careful creation of wireframes, mockups, and interactive prototypes in Adobe XD.



ABOUT CHARMFRIL

Charmfril is a company founded on the idea of staying true to who you are and what you love. Our phone cases and picture frames, with interchangeable snap on lockets and charms, allow you to express what you hold closest to your heart, through the charms you choose.

If you were asked to list everything that makes you unique, how would you respond? Whether your answer reflects your love of fashion, your passion for being out your favorite songs, or your ability to dance like no one is watching, Charmfril encourages you to hold on to the things that make you, you!

Designed to snap through the holes on our iPhone cases and Picture frames, our mix and match charms are meant to inspire you to express your individual passions through the charms you choose yourself. You can choose from a wide variety of lockets with a themed set of floating charms, snap charms, and letter charms, to create your ideal product. Our mix and match capability is what sets us apart from the rest, creating a phone case or picture frame that can evolve with you.

Charmfril is built around the idea of being proud of yourself for where you are now. With our company, we strive to encourage others to hold on to everything that makes them feel special, no matter how big or small. Our charms are an everyday reminder to be yourself, to follow your dreams, and to remember who you are. Be proud to show off who you are, even if it's through something as simple as the charms on your phone case or picture frame. "Echo you."

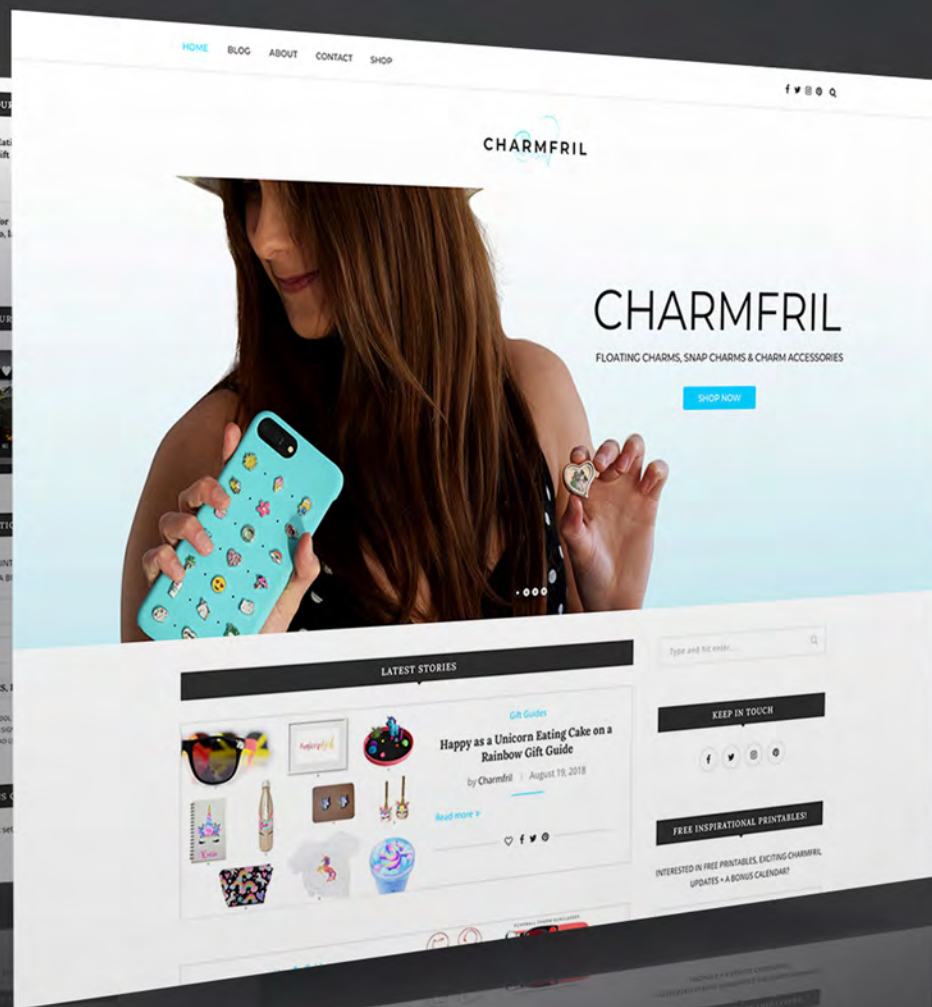
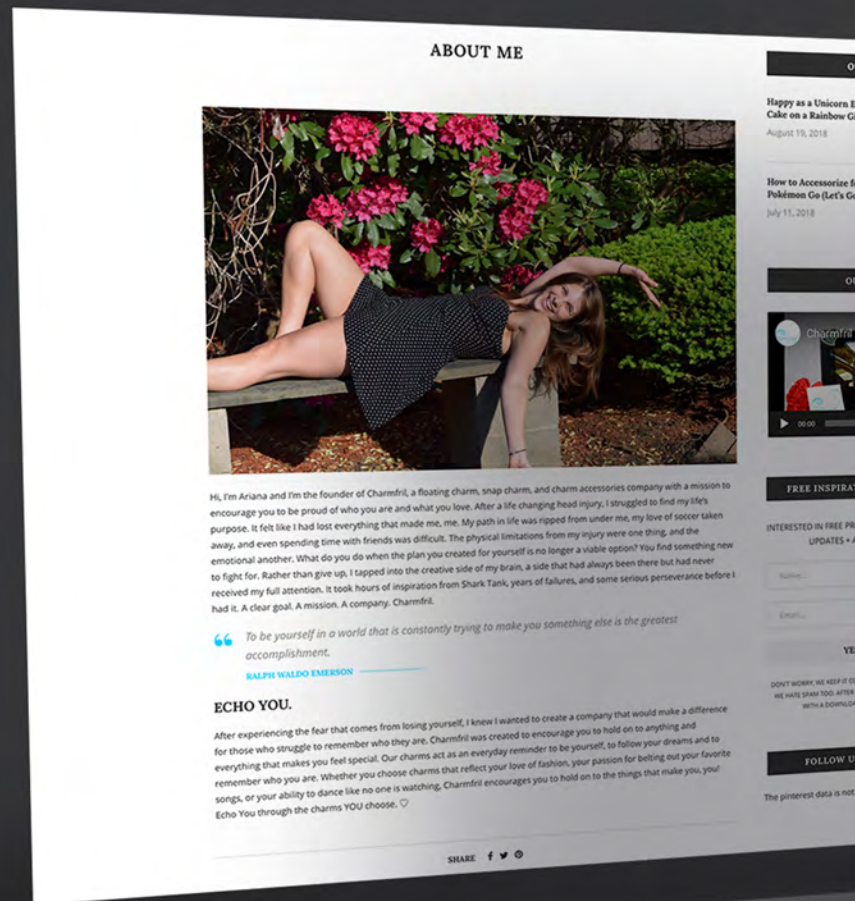


SKILLS

PRODUCT DESIGN
BRANDING
PHOTOGRAPHY
PHOTOSHOP

CHARMFRIL BROCHURE

Branding materials created with a clear vision and target audience. This print-ready brochure was sent to magazine editors along with a free sample product as a way to introduce them to Charmfril.

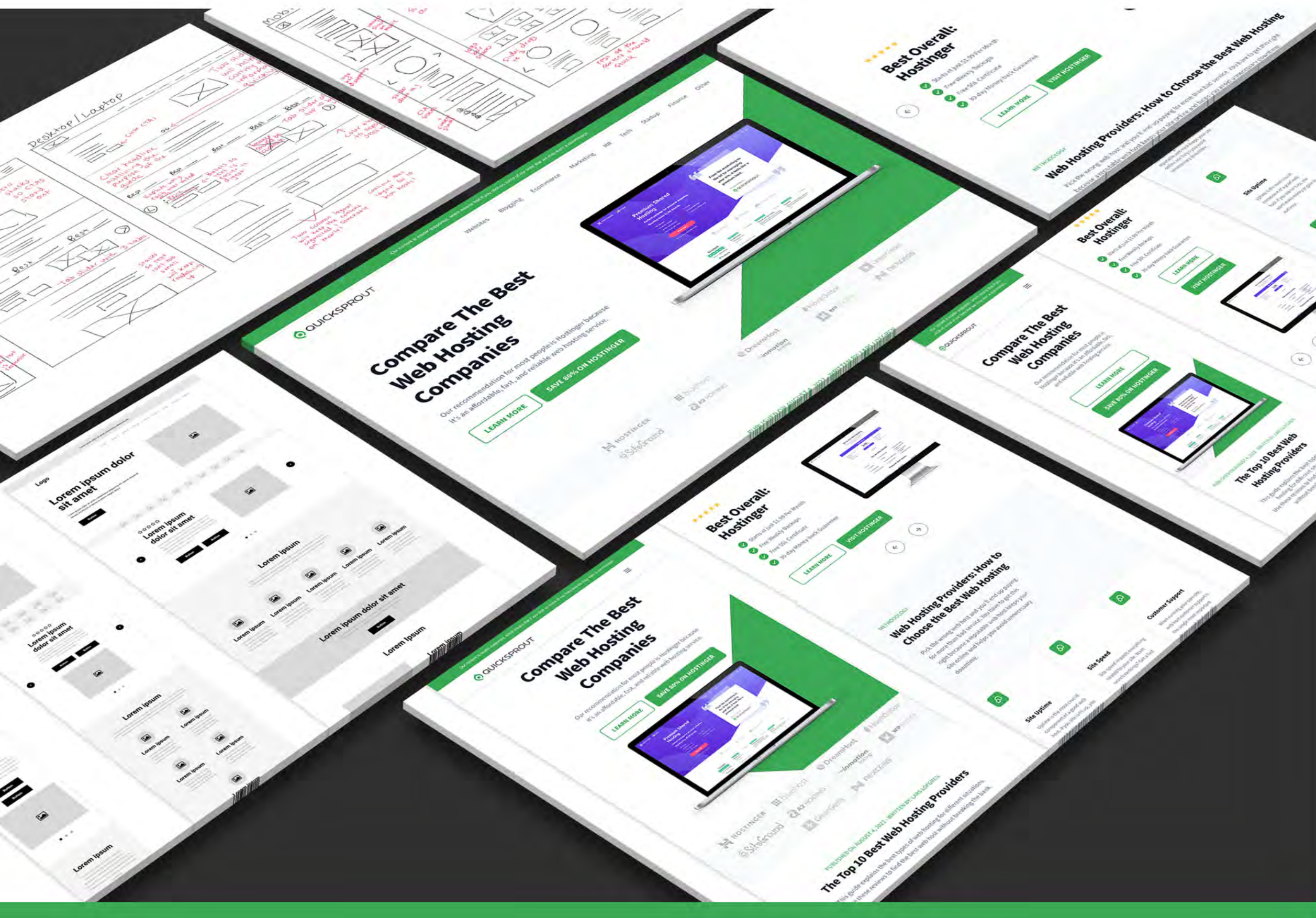


SKILLS

BUSINESS DEVELOPMENT
WORDPRESS
BLOGGING
SEO

CHARMFRIL WEBSITE

Experience with business development such as product design from prototypes to final products, launch of an Etsy shop, and website design and development in Wordpress including blogging and ecommerce.



SKILLS

LONG CONTENT WEB DESIGN
UI / UX DESIGN
WIREFRAMES | PROTOTYPES
FIGMA | ADOBE XD

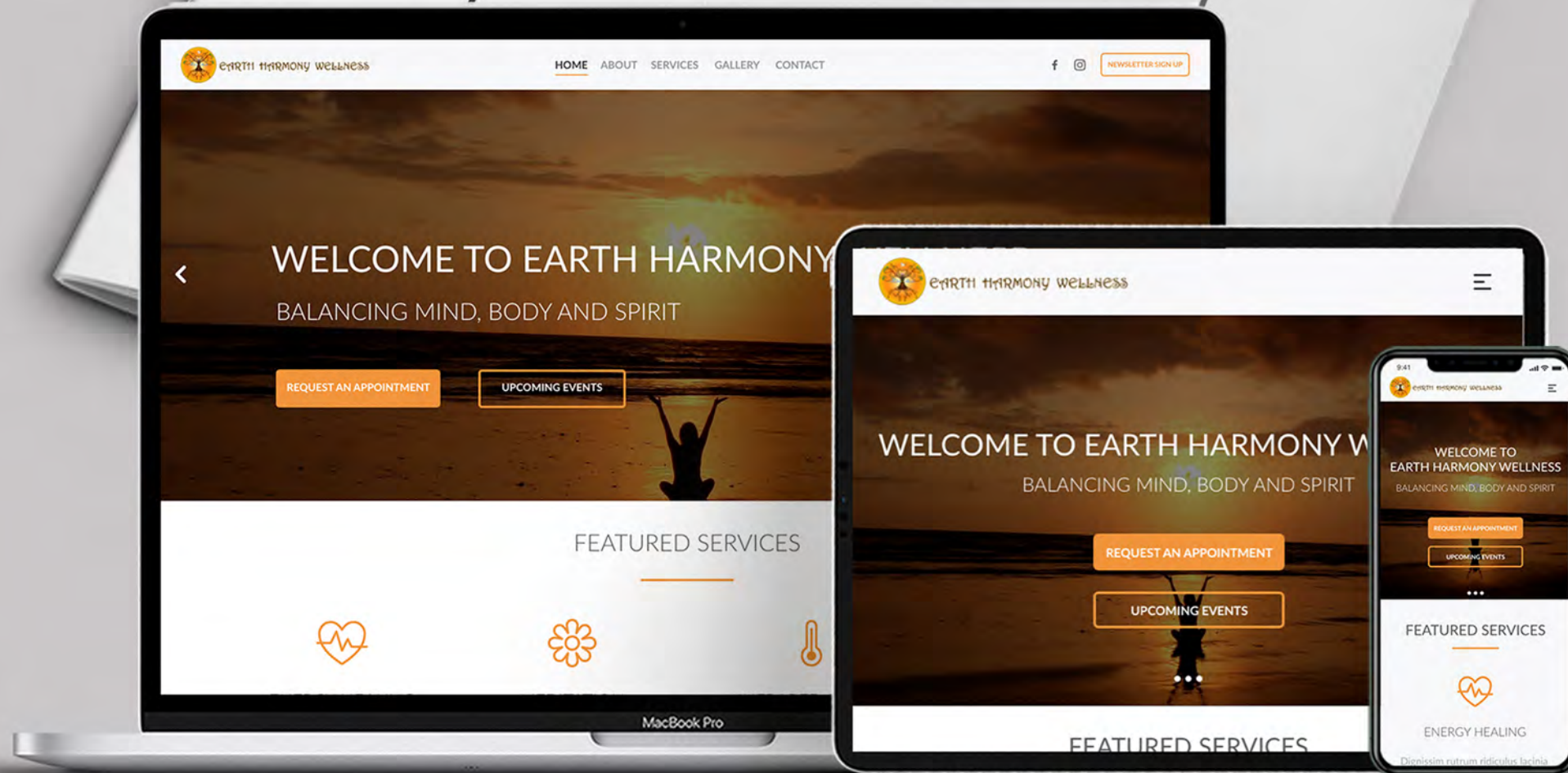
QUICKSPROUT LANDING PAGE REDESIGN

Quicksprout needed a redesign of a long content landing page, with focus on increasing conversions. To positively influence clickthrough rates, I leaned into a modern, clean design, with lots of white space and visual separation between elements.



EARTH HARMONY WELLNESS

The following report is a 50+ page virtual user solution for Earth Harmony Wellness. The complete plan for redesign includes a project introduction, qualitative and quantitative evaluations, personas and scenarios, a design brief, low-fidelity prototypes, and high-fidelity prototypes.

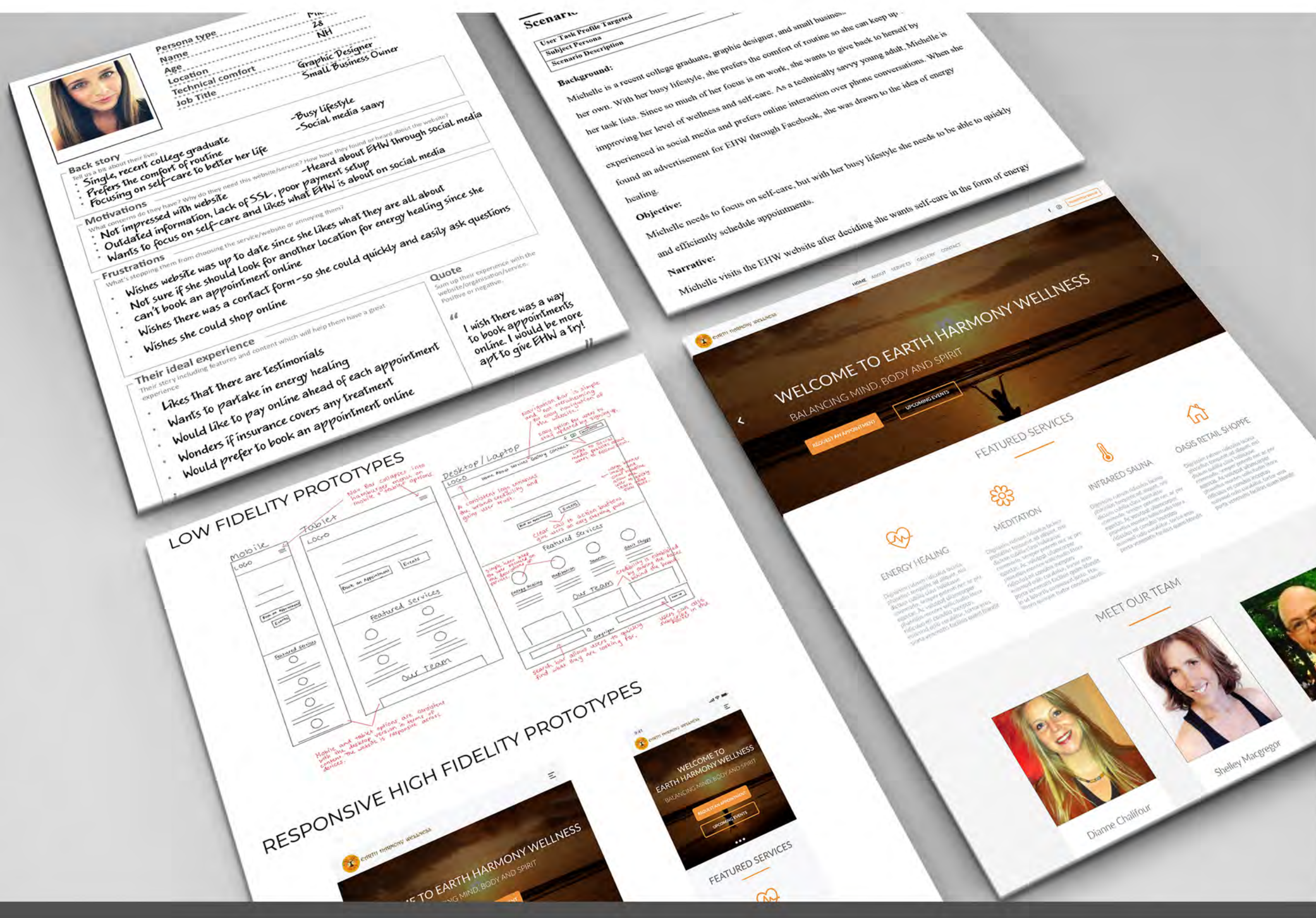


SKILLS

- UI / UX DESIGN
- WEBSITE EVALUATION
- HIGH FIDELITY PROTOTYPES
- ADOBE XD

VIRTUAL USER SOLUTION

Tasked with creating a complete virtual user solution for Earth Harmony Wellness. The mockups compare the original website design to the redesigned, user-friendly website.



SKILLS

UI / UX DESIGN
PERSONAS AND SCENARIOS
PROTOTYPES
ADOBE XD

VIRTUAL USER SOLUTION

The design process of the complete virtual user solution included a project introduction, qualitative and quantitative evaluations, personas and scenarios, a detailed design brief, and prototypes.

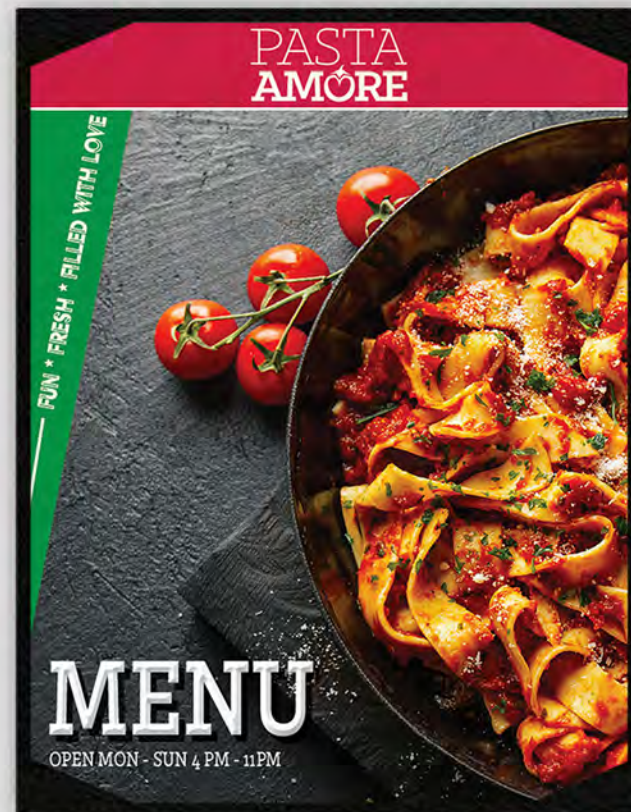


SKILLS

PRINT-READY DESIGN
BRANDING
LOGO DESIGN
ILLUSTRATOR

PAWS AND CLAWS STATIONERY

Paws and Claws wanted a bright, playful, and healing logo to represent their brand. The final design solution is carried out through stationery items to create a feeling of unity across all items and establish a solid brand identity.



SKILLS

PRINT-READY DESIGN
BRANDING
TYPOGRAPHY
INDESIGN
PHOTOSHOP

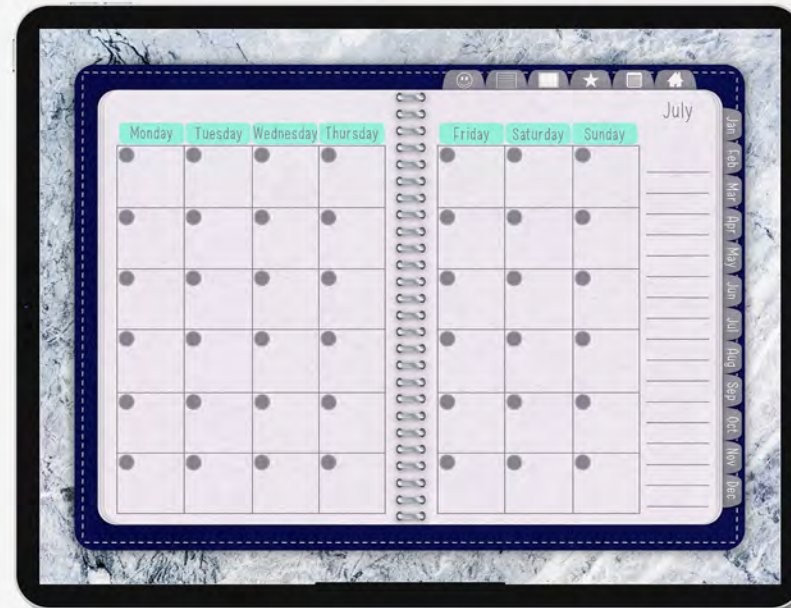
PASTA AMORE MENU AND TRIFOLD BROCHURE

The menu and takeout brochure for Pasta Amore are reflective of the warm, family-friendly atmosphere of the restaurant. Created in Adobe InDesign, the chosen layouts help establish visual hierarchy. The logo, colors, typography, and photography successfully capture the brand's mission.





Popn Prints

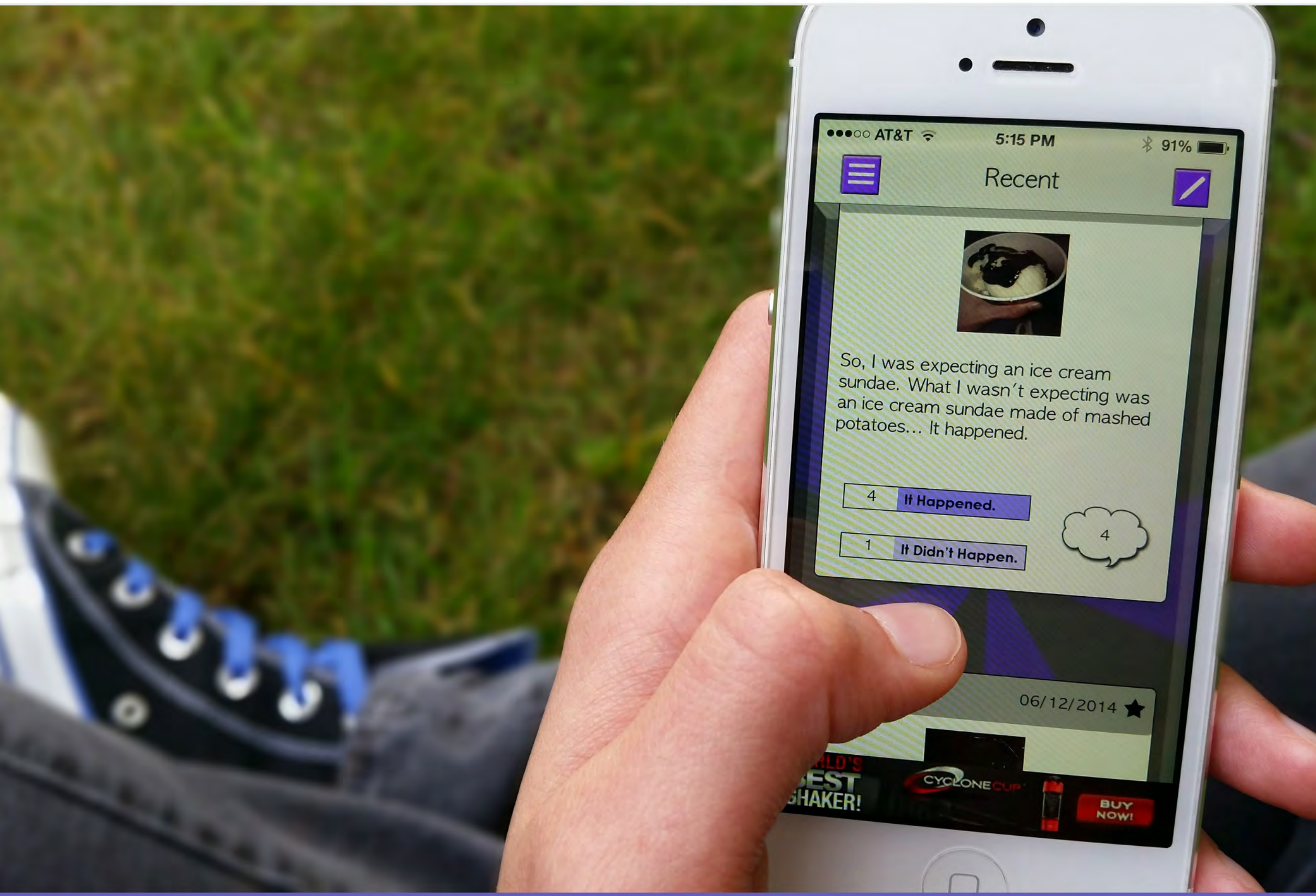


SKILLS

DIGITAL DESIGN
LOGO DESIGN
MARKETING
PROCREATE

POPn PRINTS DIGITAL PLANNER

Experience with business development, digital product design and marketing. This digital planner was created as a lead magnet, where Mailerlite was used to automate delivery to subscribers.



SKILLS

MOBILE APP DESIGN
MOBILE UI/UX DESIGN
XCODE
PHOTOSHOP

MOBILE APP DESIGN

Designed iPhone application, "Pics or It Didn't Happen," and organized into wireframes during conception phase. Worked closely with IOS developer to build app, including testing and editing code as needed. Deployed application to App Store.

