

SKILLS

TECHNOLOGY

Figma Photoshop
FigJam Illustrator
XD MS Clarity
ABTasty GA4
Noibu Jira
HTML / CSS

AREAS OF EXPERTISE

User Experience Design
User Interface Design
Design Systems
Mockups & Rapid Iteration
Visual QA
Ticket UAT
Frontend Development
Requirements & Documentation
Usability Testing
B2C Retail

KEY ACHIEVEMENTS

DESIGN SYSTEM

Homemakers Furniture | August 2026
Led UX/UI and established scalable Figma design system to support transition to Salesforce Storefront Next and improve brand consistency across digital experiences

CRO / A/B TESTING

Homemakers Furniture | Dec 2024
Launched and managed a website A/B testing program, driving measurable conversion improvements and achieving a 21:1 ROI since 2024

EDUCATION

Designlab | Online
Certification
UX Academy Foundations
May 2025

Coursera | Online
Certification
Google UX Professional
Dec 2024

DMACC | Ankeny, Iowa
Associate of Applied Science (AAS)
Graphic Design
2022

EXPERIENCE

 Homemakers Furniture | Urbandale, Iowa

UX/UI Designer | Aug 2023 - Present

- Owned end-to-end UX/UI for Salesforce ecommerce site, spanning content, promotions, landing pages, and experience optimizations
- Led UX/UI in adapting and extending Figma design system to meet product and brand needs within 6 months, supporting the Salesforce Storefront Next composable upgrade
- Launched CRO and A/B testing program, contributing to experiments generating 21:1 ROI & \$5 million projected revenue since 2024
- Collaborated with developers to translate UX requirements into production-ready solutions to improve usability and supported UAT/QA as company stakeholder
- Used analytics and AI-assisted HTML/CSS workflows to build and optimize 30+ landing pages monthly and developed Design Studio and Room Planner landing pages

 Homemakers Furniture | Urbandale, Iowa

Visual Designer | Nov 2022 - Aug 2023

- Designed and maintained engaging web experiences, landing pages, and promotional content
- Developed visual assets and digital experiences aligned with brand guidelines and campaign objectives
- Translated creative concepts into polished, responsive web designs using HTML/CSS
- Designed conversion-focused web, paid media, and email experiences
- Collaborated cross-functionally with marketing to deliver cohesive campaigns on website

PREVIOUS WORK EXPERIENCE

Wee's Tees | Graphic Design Intern | Feb 2022 - Apr 2022