

With 10 years within customer-facing roles I have built strong customer acumen and great analytical abilities to assist in providing the best possible outcomes. I am dedicated to a career in UX driven by my passion and commitment to create, improve and design products to enhance the lives of those around me.

Skills

- Human-Centered Design
- User Experience (UX)
- Interaction Design
- Human-Computer Interaction
- User Research
- Data Driven Decisions
- Stakeholder Management
- 5+ years People Management
- 10+ years in Customer Support
- Figma
- AI and AI tools
- Project Management
- Customer Experience
- Detail Oriented
- Storytelling
- A/B Testing
- Client Relations
- Research Planning
- Problem-solving
- Critical Thinking
- Communication
- Collaboration
- Time-management
- Growth-mindset
- Interpersonal Skills
- Self-motivated
- Flexibility/Adaptability

Education

George Washington University, Washington D.C.— *Certificate in UI/UX Design and Development* — Feb 2022- Oct 2022

High Point University, High Point, N.C.— *B.A. in Communications Interactive Media, Minor: Anthropology* — Sept 2014- May 2018

Work Experience

Customer Experience Manager, Washington D.C. — *State & Liberty Menswear*

August 2023 - May 2024

- Recruited for the **implementation of UX practices** to streamline employee operations, customer interactions and to analyze strategies.
- Conducted and led **A/B testing research** initiatives to enhance customer experiences, resulting in an **increase in customer purchase rate to 83%**.
- Leveraged **customer journey mapping** and **data analytics** to improve customer experience and increase customer value, resulting in a **16% sales growth from the previous year**.
- Efficiently collected and **documented customer interactions** and feedback using CRM tools like HubSpot, ensuring accurate and comprehensive records.
- Gathered **qualitative and quantitative data** from customer surveys, focus groups, and direct interactions, providing valuable insights for improving service delivery.
- Cultivate an environment of humanity, simplicity, and ingenuity, creating a work environment where his team can thrive, innovate, and achieve success together.

Supervisor, Wheaton, MD— *H&M*

April 2020 - August 2023

- Appointed to Training Support and Feedback Lead for three 3 separate technology rollouts.
- Managed all training in new technologies, facilitated feedback and product improvements, communicated effectiveness among target users to stakeholders.
- Leveraged projects with management to support business needs and plan actions creating a clear impact on sales, going from the bottom three in the district to a top competitor with our flagship store.
- Led leadership meetings effectively to disseminate critical information on business performance, company values, and training programs; instrumental in reducing employee turnover to the district's lowest level.

Physical Education Educator, Silver Spring, MD— *Barrie School*

April 2018 - August 2022

- Designed and developed training plans and learning objectives to accommodate diverse learning needs of students with special needs.
- Assessed and adjusted teaching methods to enhance the learning experience and progress of students.
- Collaborated with parents and caregivers to tailor instruction to their unique requirements.
- Utilized creative problem-solving to engage and motivate students with varying abilities and learning styles.