



UX/UI DESIGNER AND DEVELOPER



THETHILE.COM
PORTFOLIO



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EMAIL ADDRESS



469.269.4167
PHONE

SKILLS

DESIGN

UX/UI Design
Wireframe/Prototype
Information Architecture (IA)
A/B Testing, User Testing
Persona Creation, User Flow
Adobe Design Suites

DEVELOPMENT

HTML5/CSS3 & JavaScript/jQuery
Bootstrap Framework
GitHub/GitLab

EDUCATION

UNIVERSITY OF TEXAS AT DALLAS

B.A. in Media & Communication
May 2013

HONORS & AWARDS

PHI THETA KAPPA

Member Hall of Honor

UNIVERSITY OF TEXAS AT DALLAS

The Academic Excellence &
Honor Society Scholarship

VOLUNTEER ACTIVITIES

GIRL DEVELOP IT LOS ANGELES

Teaching Assistant & Event Volunteer

LOVEJOY FOUNDATION

Adoption Event Assistant

UX/UI DESIGNER

2018 - Present

TECHNICOLOR - Los Angeles, CA

- Design user interface and user experience for PULSE platform, a cloud based digital asset management system, currently used by feature film, network television and streaming content creators. Clients include: Marvel, Netflix, Amazon and Fox Studios
- Manage and update design documentation and guidelines, bridging the communication gap among developers and designers
- Assist PULSE Marketing team with presentation and marketing materials

UX PROTOTYPER AND DESIGNER

2017 - 2018

SIMPLEHUMAN - Los Angeles, CA

- Researched on checkout, payments, product categories, and eCommerce best practices, applying human-centered design to improve the shopping experience
- Designed wireframes, storyboards, userflows, and functional prototypes for web pages and mobile applications from Sketch, JustInMind, and Zeplin. Resulted in:
 - Conversion rate has increased by 18%
 - Bounce rate has decreased by 25%
- Actively involved with simplehuman.com Magento Front-end development

UX/UI DESIGNER AND FRONT-END DEVELOPER

2015 - 2017

INMOTION HOSTING, INC. - Los Angeles, CA

- Designed high-impact, user-centered web pages with strong emotional appeal and intuitive navigation to maximize user engagement and interactions, which facilitated an average conversion rate optimization of 5%
- Researched and applied UX best practices across all email campaigns, resulting in an average open rate of 26%, click-through-rate of 20%, and outcome conversion rate of 18% for Dedicated and Reseller Servers
- Implemented design elements into front-end development

WEB AND GRAPHIC DESIGNER

2013 - 2015

BRIABE MOBILE, INC. - Venice, CA

- Completed user research, created wireframes and user flow that contribute to user-centered design efforts for Briabe Mobile new website. Resulted in:
 - Replacement of vague objectives with clear calls to action, increasing sales pipeline by 10% in 3rd Quarter of 2015
 - Creation of more intuitive site navigation by redefining target audience and users and removing unnecessary clicks
- Brainstormed and created mobile UX/UI mockups for company products