



PERSONAL PROFILE

On a mission to use my obsession with organization and efficiency combined with my education in human-centered design and new venture management to increase profitability in the tech space. I thrive in positions where innovative ideas, analytical thinking, and creative execution are appreciated. Moving forward, I am eager to complete my education and join a team where I can bring my project and business management skills and creativity together in a product design role.

EDUCATION

BACHELOR OF SCIENCE

UTAH STATE UNIVERSITY | 2023

Human Experience Design & Interaction

Study Emphases: New Venture Management & Multimedia

ASSOCIATE OF SCIENCE

UTAH STATE UNIVERSITY | 2021

General Education

Graduated with High Honors

SKILLS & STRENGTHS

» ORGANIZATION & PROJECT MANAGEMENT

Recognized for being forward-thinking and seeing problems before they arise.

» COMMUNICATION

Implemented a training curriculum for current and future sales team members on a new lead management system, making a complex platform “straightforward” and “easy-to-understand”.

CAREER SUMMARY

DESIGNER & BUSINESS MANAGER (CONTRACT)

CL ENTERPRISES, LLC | AUG 2014 - PRESENT

- Produced print and digital designs for 100+ clients in the US and internationally using the Adobe Creative Cloud suite
- Strategized, designed, and launched 20+ client websites on the Squarespace platform
- Created customer flows on the Ontraport platform for client onboarding, coaching, and membership website subscriptions
- Oversight of marketing automation setups on a weekly and monthly basis for new and continued marketing efforts, including 100+ sales landing pages, appointment scheduling, and email automation effectively eliminating two full-time employee positions
- Strategized and implemented lead and client management system for 6-figure professional speaking client
- Planned and implemented an entire suite of business management software, including an HR and training system for 20 employees

TEACHING ASSISTANT

UTAH STATE UNIVERSITY | JAN 2022 - MAY 2022

- Presented insight into ways to improve the TA experience and streamline assignments and grading for students
- Graded various technical communication and writing assignments for 25 students weekly and provided extensive written feedback for students
- Planned, scripted, and produced lecture videos on topics such as communication in website development, creating effective presentations, and basic videography and editing