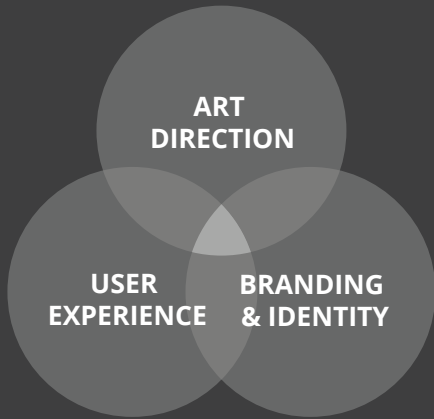




CONTACT

- hello@xenamo.io
- 818.319.7827
- www.xenamo.io

SPECIALTIES



SKILLS

PROFESSIONAL

- Research
- Composition
- Analysis
- Typography
- Usability
- Prototyping
- Semiotics
- Copy Writing

INTERPERSONAL

- Creativity
- Problem Solving
- Empathy
- Leadership
- Teamwork
- Adaptability

TOOLS

- XD
- Illustrator
- Photoshop
- Sketch
- Figma
- After Effects
- InVision
- Hotjar
- Jira
- Craft
- Miro
- Mailchimp
- GSuite
- Wordpress
- HTML
- CSS
- ...

I design interfaces, logos, and marketing materials for entrepreneurs, businesses, and social impact initiatives. I have researched, conceptualized, designed, tested, revised, and developed many print and digital products. I use my experience, education, and skill set to create media to influence positive behavioral and social change.

EXPERIENCE

- 2018 - Now** ◆ **UX VISUAL DESIGNER**
 Wanderly | Remote
 - Delivered digital strategies from high-level concepts to tactical execution
 - Maintained high creative standards under tight deadlines
 - Conducted user & competitor research, analyzed and synthesized findings
 - Designed wireframes, user flows, high-fidelity mock-ups, and prototypes
 - Conducted usability test studies and improved digital experiences
 - Collaborated with marketers, designers, project managers, developers, and quality assurance engineers to improve digital products and communications
- 2017 - Now** ◆ **DESIGN CONSULTANT**
 Los Angeles, CA / Remote
 - Conducted user & competitor research, analyzed and synthesized findings
 - Created brand identities, logos, and guidelines
 - Wrote and edited product and marketing copy
 - Designed icons, screens, flows, annotated wireframes, and prototypes
- 2014 - 2017** ◆ **MEDIA COORDINATOR**
 Center for Health Justice | Los Angeles, CA
 - Delivered digital strategies from high-level concepts to tactical execution
 - Maintained high creative standards under tight deadlines
 - Created brand identities, logos, and guidelines
 - Designed and managed website and social media outlets
 - Led focus groups and community advisory board meetings
 - Managed and evaluated a federally-funded program
 - Supervised media and benefits teams
 - Collected, analyzed, and reported program and user data
- 2013 - 2014** ◆ **COMMUNICATIONS DESIGNER**
 NMHU Campus Violence Prevention Program | Las Vegas, NM
 - Conceptualized and designed awareness campaigns
 - Led workshops and planned events
- 2013** ◆ **WEB DESIGN INTERN**
 New Mexico Department of Cultural Affairs | Santa Fe, NM
 - Created logo and visual brand for New Mexico Music Commission
 - Designed and developed website for New Mexico Music Commission
 - Managed local AmeriCorps internship website
- 2009 - 2013** ◆ **GRAPHIC DESIGN FELLOW**
 Brown & Gallegos Law Firm | Las Vegas, NM
 - Created brand identities, logos, and guidelines
 - Designed forms, marketing, and branding materials
 - Designed, developed, and managed web presence

EDUCATION

- 2016 - 2019** ◆ **MASTER OF ARTS IN MEDIA PSYCHOLOGY**
 Fielding Graduate University | Santa Barbara, CA
- 2017** ◆ **CERTIFICATE IN USER EXPERIENCE DESIGN**
 General Assembly, UXDI Full-Time Immersive | Los Angeles, CA
- 2009 - 2014** ◆ **BACHELOR OF FINE ARTS IN VISUAL COMMUNICATION**
 New Mexico Highlands University | Las Vegas, NM