

## summary

7+ years experience consulting in design and marketing for agency, dot.com, small businesses and Fortune 500 companies. Focus on creative direction and UX design using a humanistic and strategic design approach. Expertise in ethnography, qualitative market analysis, visual design, and content development.

## experience

Anheuser Busch - CardioDX - College Track - Covidien - ebay - GeoWord - Informatica - Jan Michaels Jewelry  
Microsoft - NaturMade - Nestlé - Omnicell - Pearson - Salt - SilverPOP - VanderMade - WCG World

## HIGHLIGHTS

### **Veterans Claims United - Designer & Project Manager (Aug 2022 - Dec 2023)**

Vetted, hired and oversaw design team for branding, web development, blog writing, SEO and advertising. Designed and implemented visual Veterans disability claims calculator.

### **GeoWord - UX Designer & Art Director (July 2019 - Sept 2022)**

e-commerce design, development and branding for EU-based recruiting services company using Shopify. Oversee customization, art direction, coding team, 3rd party apps and content.

### **College Track - Social Media Content Manager (May 2018 - Sept 2020)**

Content producer and digital communications consultant for primary national social media platforms. Collaborated with marketing to develop strategy and campaigns.

### **Jan Michaels Jewelry - UX Designer & Art Director (June 2014 - Sept 2019)**

e-commerce creative and producer for desktop and mobile platforms for 3,000+ items of fashion women's jewelry. Responsible for customization, managing remote development team, photographers, retouchers, CRM, and digital advertising.

### **Monvera Glass Decor - Researcher & Designer (Jan - Aug 2104)**

Technical writer and information designer for development of detailed operation manual for key technical roles in unique and complex printing process.

### **TransEnergy - Designer (Jan - Dec 2013)**

Designer and brand consultant to develop 8 sales presentations targeting sectors for solar energy in emerging markets. Included infographics and animations of key concepts.

## **Salt - Brand Manager, Microsoft (2006)**

Brand development for Microsoft's online family-oriented schedule manager code-named *Ohana*, included overseeing research and focus groups, positioning, and brand guidelines

## **Cooper Interaction Design - UX Design Communicator (1998 - 2000)**

Trained in Goal-Directed design pioneered by Alan Cooper and designed UI for consumer and enterprise-level systems, including SAP, Informatca and HPshopping.com

## related experience

- Designed version 1.0 of Informatca's UI business analytics platform for consumers
- Re-designed various UI elements for ebay and recipient of ebay interaction award
- Designed UI for a schema designer web application to manage enterprise-level data models
- Conducted ethnographic study on manalive violence prevention program in local jails
- Stylist for props and clothin for *Dockers* and other editorial and advertising projects

## technical skills

- Microsoft Office, including Word, PowerPoint and Excel
- Adobe Creative Suite, including Photoshop, InDesign, and Illustrator and Premiere
- CMS - Shopfy, Wix, Mindbody and AmeriCommerce
- Design/Video - VSCO, PicPlayPost, Typorama, and Lightroom

## education

### **S.I. Newhouse School of Public Communications (1993)**

Syracuse University, Syracuse, NY  
B.S. in Journalism and English Textual Studies  
Minor in Advertising and Religion