

summary

12+ years experience consulting in design and marketing for agency, dot.com, small businesses and Fortune 500 companies. Focus on UX design and interactive art direction 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 TransEnergy - VanderMade - WCG World

HIGHLIGHTS

GeoWord (2019 - 2021)

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 (2018 - 2020)

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

Jan Michaels Jewelry (2014 - 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 (2014)

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

TransEnergy (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.

Microsoft (2005 - 2008)

Developed trademark-able brand names for new products and services, including Vista consumer and server-side software.

Salt - Brand Manager, Microsoft (2006)

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

Cooper Interaction Design - Design Communicator (1998 - 2000)

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

related experience

- Designed version 1.0 of Informatica'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