

## contract

### Fluid, NY

Senior UI/UX Designer: May 2016–June 2016

- UI design and UX prototype work on an iOS mobile app. Agile.

### Organic, SF

Senior Product/Experience Designer  
January 2016–May 2016

Product design from the ground up on an iOS & Android mobile app.

- Worked off Agile sprints and iterated accordingly based on user testing sessions via prototypes.
- Lead visual UI direction while working in tandem in a core team of UX and Copy to whiteboard ideas with project leads.

*Wells Fargo*

### Symphony Commerce, SF

UI/UX Design Lead, Storefront Websites  
September 2015–January 2016 (5 months)

Symphony is a startup with its own SaaS product platform that ties in responsive websites > backend inventory > fulfillment & shipping services all in one cohesive shopper experience – whether in D2C retail or B2B wholesale.

- Lead numerous responsive website redesign launches for newly onboarded clients via initial site audit & discovery.
- Created wireframe direction for design vendors to ensure client sites were well-translated for ecommerce UX best practices and scalability.
- Pushed backend product platform limitations to suggest new features and functionalities in order to drive up customer conversion rates.

*Luxury Fashion & Apparel: JBrand | Peter Millar | The Elephant Pants*  
*Consumables: Gatorade | Early Bird Foods*  
*Home Goods: Nature's Shea | Cuppow*

## 6+ internships

### Pedone, NY Studio Intern

Disney on Ice | Sweet N Low | Matrix Biolage Beauty | Sawgrass Mills

### spoon+fork, NY Art/Web Intern

Keep A Child Alive | Sagatiba Rum

### FCB, NY Interactive/Digital Intern

Verizon | Wisk Dual Action | Snuggle | Recruitment Revamp

### DDB, Chicago Interactive/Digital Intern

Pepsi Tava | Quaker Oatmeal | Celebrity Cruises

### Ceradini Design, NY Packaging Design Intern

Jose Cuervo | Heineken | Amstel Light | Koleston Haircare

### Matlock Ad & PR, Atlanta Art Direction Intern

BMW | Publix Supermarkets | Luster's Haircare

## fulltime

### Giant Creative Strategy, SF

Senior UI/UX Designer  
April 2013–September 2015 (2 years & 6 months)

Transplanting out to the tech mecca of San Francisco to embark on a new chapter in my career doing fully interactive experience design work, wearing multiple hats in UX, UI, Dev, and Tech for multiple client requests.

- Seeded meaningful UX via discovery whiteboard sessions, sitemapping, and wireframes.
- Spit out countless iterations of UI designs that serve purposeful functionalities with intuitive best practice uses and trends.
- Performed light Github pushes for html/css/json code fixes and perform back-end Salesforce sandbox migrations by setting up login permission settings on their Veeva iRep CRM tablet platform.

*Genentech | NovoNordisk | Actelion | Astellas/Medivation | Merz Aesthetics | Shire*

### The CDM Group, NY

Senior Art Director // Art Director  
March 2009–April 2013 (4 years & 2 months)

Snagged my first Art Director job in healthcare advertising to bring my hybrid print and digital skillsets to full bloom.

- Created full campaign launches, branding redesigns, print collateral, website facelifts, traffic drivers, tradeshow displays and outdoors concepts.
- Spearheaded multiple Amgen and Pfizer brands where I directly advised, partnered, and sold ideas to clients right across the street from us.
- Lead, managed, and tagteamed with designers, illustrators, and freelancers to launch the first ever Viagra iPad selling tool app.

*Abbott Dermatology | Amgen Nephrology | Pfizer Viagra*

## education & honors

### Fashion Institute of Technology

Packaging Design BFA + Communication Design AAS

### 4A's MAIP Alumni + Advocate

**Giving back to the community** For over 8 years, I have been mentoring and coaching college interns across the nation every summer via the Multicultural Advertising Intern Program – I learn as much from them as they do from me!

## icing on the cake

Currently absorbing the magic of cast iron pan cooking – hence potlucks, selfies, and antics in the office. Flight catcher, risk taker, self-driven and community-based. Inspired by discovery, culture, meetup techtalks and link shares.

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## weapons of choice

### User Interface + Visual Design

responsive web design

product design

iOS & android mobile apps

tablet selling tools

interactive tradeshow displays

icon creation

eblast drivers

rich media banners

redlining & file prep

pattern libraries

Sketch | Photoshop | Illustrator | InDesign | Bridge | Specctr Pro | Markly | Zeplin | Avocode | Keynote

### User Experience + Interaction Design

experience design

low to high fidelity wireframing

rapid prototyping

whiteboarding

user-centered hci

user research

user testing

user flows

use cases

personas

audits & evaluations

content strategy

Omnigraffle | Invision | Marvel | Light Proto.io + UXPin | Google Analytics

### Tech + Dev Collaboration

github code pushes

data & analytic reads

html/css inspection

salesforce sandbox migrations

asset saveout swaps

### Process

agile sprints

waterfall

routing systems

wikis

JIRA | Confluence | Basecamp | ProofHQ | Smartsheet | Live Googledocs | Dropbox | Slack

### Hybrid Print + Branding

campaign concepting

outdoor displays

branding

logo creation

packaging design

magazine layouts

collateral materials

studio comping

photoshoots

press checks

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