

## Profile

I'm a designer with over 15 years of experience working on digital projects for businesses, including agencies with high-profile clients such as Warner Bros., General Mills, NBC, and Prudential.

I'm a problem-solver and my goal is to simplify the complex. My work is data-driven and I enjoy collaborating across multiple disciplines. Feedback is always welcomed and encouraged. I'm energized by new ideas and constantly strive to create richer user experiences.

## Skills

### DESIGN

- UX Design
- UI Design
- Wireframing
- Prototyping
- Web Design
- Print Design
- Branding
- Illustration

### APPS

- Figma
- Adobe CS
- Bohemian Sketch
- Userzoom
- Balsamiq
- Zeplin
- MailChimp
- Optimizely

### TECH

- HTML5
- CSS3
- Javascript
- WordPress
- Bootstrap
- JQuery
- PHP

## Experience

### Sr UX Designer

Prudential via  
Creative Circle  
Newark, NJ  
(Remote)  
10/2022 - 03/2024

*Lead Experience Designer for MyPru, Prudential's online portal.*

- Drove improvements and simplification of the user flows for log in, registration, and 2-factor authentication
- Launched initiative to make 2-Factor authentication mandatory for all users, designed messaging that resulted in strong user engagement. 60% of users confirmed that their contact information was correct, 23% updated their details, and 54% opted into 2-factor authentication early.
- First designer in the UX team to utilize Prudential's Customer Panel, a direct to user research resource, leading to full understanding of user needs and wants

### Contractor

Creative Circle  
Boston, MA /  
New York, NY /  
Norwalk, CT /  
Stamford, CT, USA /  
(Remote / onsite )  
12/2016 - Present

*Assignments for USA's leading creative staffing agency. Contracts included UX and UI projects, design and development for emails and WordPress.*

- Assisted rebrand of LogMeIn to GoTo.com. Rebranded landing pages, making enhancements based on click rates and AB tests.
- Simplified complex data, improved user experience and overall look and feel in web projects produced by compliance companies HR360 and SAI Global
- Sped up design handover by introducing the latest standard practice apps
- Digital design and illustration for NBC Sports, including social media graphics and web banners for the SuperBowl and 2018 Winter Olympics
- Wrote style guides for SAI Global's e-learning course templates and provided technical support for colleagues. Designed and developed e-training template for SAI's client, General Mills, speeding up new course creation

### **Digital Designer**

Verus360

London, UK

(Flexible Onsite)

09/2014 - 07/2016

*UX/UI design of online B2B funding product for a FinTech startup. Worked closely with UX designer and development team from concepts to wireframes, designs, and HTML / CSS implementation.*

- Received accolades from upper management for the speedy delivery of multiple UX/UI design tasks in a fast-paced Agile environment
- Simplified complex processes and data-driven charts into aesthetic infographics and interactive dashboard widget designs
- Tackled projects beyond role description, developed brand, and designed marketing materials across digital and print channels
- Moderated user testing, created user flows, wireframes, prototypes and proactively collaborated with UX designer and team to improve the user journey

### **Front-End Developer**

PartnersHub

Santa Monica, CA, USA

(Remote)

12/2012 - 12/2013

*Quick and efficient HTML and CSS markup of social networking and blog apps for an agency with high-profile clients such as Warner Bros and NBC. Completed projects for the films The Hobbit, Pacific Rim, The Hangover II, and Man of Steel.*

- Collaborated with the graphic designer and the back-end developer to create templates that expedited delivery and reduced costs
- Designed the logo for the Warner Bros. project *Super Massive Movies*, a promotional social networking app for the films, *Pacific Rim*, *The Hangover III*, and *Man of Steel*

### **Digital Designer**

One Nevada Credit Union

Las Vegas, NV, USA

(Onsite)

08/2011 - 04/2013

*Redesigned and rebuilt the regional credit union website, drastically improving SEO. Implemented the new name rebrand across multiple digital channels.*

- Increased clickthrough rates by over 4% with new banner designs
- Introduced and implemented responsive design
- Design, web development, and web maintenance of main site and micro-sites

### **Graphics Manager**

Calvary Chapel Spring Valley

Las Vegas, NV, USA

(Onsite)

10/2008 - 10/2009

*Rebranded the non-profit organization into a friendly contemporary identity. Design lead of all print and digital marketing materials for the non-profit and its child organizations.*

- Increased productivity by authoring improved procedures
- Widened demographic attendance through direct mail marketing campaign
- Managed over 100 open projects, 2 employees, and 1 volunteer

## Education

### **BA, Graphic Design and Art**

Azusa Pacific University

Azusa, CA, USA

08/2002 - 05/2006

### **MLitt, History of Art:**

**International Art Nouveau**

University of Glasgow

Glasgow, UK

09/2013 - 12/2014

