

Shifting from over 8 years in digital design to focus on UX and UI, utilizing my expertise to craft enriched user experiences

SKILLS

UX/UI Design
Web Development
Brand/Identity Design
Print Design
Illustration

Figma
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Procreate

HTML/CSS/SASS
Javascript/JQuery
PHP
GitHub
Wordpress
Node (npm/gulp)
Jira

EDUCATION

2002 - 2007

BA Graphic Design
Western Connecticut
State University

INTERESTS

Drawing, Movies,
Animation, Fitness,
Games, Technology

EXPERIENCE

2007 - PRESENT

DESIGNER AND DEVELOPER | FREELANCE

- Collaborated with a team to refresh Global Steering Systems website, an automotive manufacturer as a content designer, provided training documentation and QA support to ensure cross-browser compatibility.
- Transformed a 2022 election candidate's WordPress site, enabling easy updates and user-friendly features for donations, boosting online visibility, and maximizing voter engagement.
- Created and crafted the brand, custom iconography, and website for Poké Catcher restaurant, leading to increased user interaction and accessibility, and enhancing the brand's online presence.
- Enhanced and modernized code of conduct booklets by converting them into interactive and visually engaging digital PDF formats tailored specifically for pharmaceutical clients.

2013 - 2021

WEB DEVELOPER | WUNDERMAN THOMPSON

Digital agency focusing on projects digital application and websites for some of the largest multinational pharmaceutical companies in the world.

- Revamped a major pharmaceutical website on WordPress, enhancing information architecture for improved user experience.
- Built compliant websites based on mockup designs and managed CMS platforms, web applications for mobile/tablet environment using Veeva CLM/CRM.
- Lead developer for banner campaigns in Google Doubleclick/Sizmek platforms and heavily contributed to the creative/deploying process.
- Coordinated workflow with back-end programmers; debugged development issues with QA team.

2011 - 2012

DESIGNER & FRONT-END DEVELOPER | FOSINA MARKETING GROUP

Direct marketing agency specializing in the creation, development of digital suites for clients, encompassing landing pages, banners, and email blasts.

- Significantly elevated conversion rates by 25%-35% through strategic redesign and impactful copy refinement.
- Quick launch of Amora Coffee website development from concept to completion.