

Web & Product Design

Senior designer with experience in end to end aspects of digital and interactive design, including UI/UX and visual design. Dedicated problem solver eager to create the best visual and experience solutions for customers.

Skills

Adobe Creative Suite, Sketch, HTML, CSS, Wordpress, Web Design, UI Design, Visual Design, Mobile App Design, Wireframing, Prototyping, Marketing

Professional Experience

Design & Development (May 2020 - Present)

Freelance/Contract

- Freelance work has included engagements with organizations in the fields of education, science and marketing, along with several local small businesses. Contributed visual design to marketing and web initiatives such as one-sheets, email newsletters, video editing for internal communications, as well as design and development support of various websites
- Through Expand Creative Group, projects included Hubspot development for VitalSource, visual design and Wordpress development for Zullo Gallery, as well as digital updates for companies such as Reggora and Thrasio
- Contract projects for Waters Corp. have included: image production for the company's intranet, video editing of internal communications for their internship program along with the launch of the intranet, and overall design support for the corporate communications team

Senior Web Designer (October 2017 - May 2020)

Netcracker Technology

- Led all design initiatives for Netcracker's external and internal web properties. Duties included: competitor research, UX, and on-brand visual design for website experiences
- Completed high profile projects including the redesign of the Insights blog, report landing pages and Intranet website resulting in improved customer engagement within the properties
- Managed the end to end web design process, starting with engagement with internal stakeholders to determine customer needs, through delivering documentation and managing the build and release of new web pages with the overseas development team

Interactive Designer (April 2015 - October 2017)

Publishers Clearing House ("PCH")

- Lead designer for mobile apps PCHLiveToWin and RealBucks: utilized UX, UI and visual design practices to improve and evolve each app; ensured brand consistency across the apps
- Additional duties included: creating strong visual designs for PCH sweepstakes marketing campaigns including landing pages, emails, and banners—member of design team that launched a major redesign for the PCHApp

Publishers Clearing House ("PCH") Continued...

- Worked cross functionally with business owners, developers and key administration to ensure the best experience for the user through best practices and design patterns

Senior Designer (October 2008 - April 2015)

Online Convergence

- Worked on the design team for the daily sweepstakes mobile applications LivetoWin and SpintoWin, applying UI patterns, UX and visual design to create seamless mobile experiences within the apps
- Additional responsibilities due to small, fast-paced startup environment included: designer on other products and business ideas for online shopping rewards and activities such as Jackpot Rewards and an earlier browser add-on for LivetoWin
- Worked on designs for marketing initiatives through email, social media banners, and in app messaging

Interactive Designer/Developer (May 2006 - April 2015)

Freelance & Contract Work

- Worked with clients such as Shorelight Education, Interactions, Cengage Learning, and local businesses, helping to form and define an online presence
- Processes includes wireframing, visual design, and front end development of various projects using UI best practices to create engaging and functional user experiences

Education

University of Massachusetts Dartmouth

BFA Graphic Design 2000

BFA Electronic Imaging 2001