



FREELANCE WEB & PRINT DESIGN

June 2008 – Present

- Designing and building static sites in code, and via Content Management Systems. With SEO optimization and mobile experiences.
- Designing and building of print and web ads, landing pages, micro-sites, mailers, packaging design, and trade-show graphics.
- Branding and identity design and creation including logos, guidelines, business cards, stationary, newsletter templates.

DESIGNER & FRONT-END DEVELOPER AT IANS

July 2015 – December 2017

- With only a team of three we delivered a new site in six months and significantly under budget. I was responsible for the design, front-end code, and ongoing maintenance.
- Created numerous email, print, and PowerPoint templates to ensure a high-quality visual consistency.
- Creating, maintaining, and expanding on the current visual style. Updating brand guidelines and the style guide book.
- UI/UX design, and creation of HTML, CSS, and JavaScript for numerous internal resources, the portal, and the website.
- Managed freelancers, interns, and guided projects with teams outside marketing.

MOBILE DESIGNER AT MOBILEFUSE

August 2014 – January 2015

- UI/UX design for proprietary ad monitoring & metrics software.
- Designed and built mobile ads and RFP mocks using Celtra.
- Designed and built fluid landing pages that displayed across smartphones, tablets, and desktops.
- Worked with major brands, strict adherence to brand guidelines and styles.
- Developed strong familiarity with mobile design best practices and standards.

SENIOR GRAPHIC DESIGNER FOR JAMHUB CORP.

October 2012 – June 2014

- Design strategy, brand development and implementation.
- Designed and built print ads, trade-show graphics, web ads, landing pages, micro-sites, packaging. Corporate website edits and updates.
- UI/UX design mock-ups for BandLab Beta. Original icon and graphic creation.
- Illustration and original content creation.

WEB DESIGNER FOR LATERAL GROUP

February 2012 – September 2012

- Co-designed and built marketing materials including ads, landing pages, micro-sites, and banners.
- UI/UX design on small projects and graphic support for proprietary app.

CREATIVE PRODUCTION ASSOCIATE FOR CARBONITE

June 2011 – November 2011

- Designed, built, and tested ad-based click through landing pages.
- Built and designed GIF and Flash banner ads.
- Built and tested e-blasts to be sent out to clients.
- Designed and built brochures and other print material.

STUDIO ARTIST FOR EVERYSCAPE

April 2010 – June 2011

- Built 3D virtual tours of restaurants, hotels, and resorts.
- Virtual tour building included editing photos, drawing maps and working with proprietary software. I also provided feedback on how to improve software.
- Built micro-sites made to look like a business' main site to house its virtual tour.

MARKETING ASSISTANT FOR RISO, INC.

September 2008 – May 2009

- Designed new letterhead, business card, envelope, and e-mail signature for re-branding.
- Designed numerous direct mail pieces, brochures, white-papers, and also created templates for many of these projects.

MARKETING ARTIST INTERN FOR VISTAPRINT

June 2008 – August 2008

- Learned how to design and build e-blasts as well as best practices for e-mail marketing.

EDUCATION

University of Massachusetts Dartmouth 2005 – 2008

- Bachelor of Fine Arts in Graphic Design and Letterform, graduated *magna cum laude*.

Oklahoma City University 2003 – 2005

SOFTWARE

- Adobe Creative Suite, Microsoft Office Suite.
- Wordpress, Sitefinity and other CMS platforms.
- Windows, Mac OSX, Android, and iOS operating systems.

SKILLS

- UI/IX web, software, and app design. Wire-framing, final design, front-end prep and build. Custom illustration and icons.
- HTML, CSS, JQuery, JavaScript, and PHP experience.
- Web experience with desktops, tablets, mobile phones, and transitional designs. Familiar with a variety of CMSs (Wordpress, Sitefinity) and frameworks (HTML5 Boilerplates, Bootstrap).
- Brand identity, logo creation, print & digital design standards and implementation.
- Advertising design and creation for print, desktop, and mobile.