

SUMMARY

A results-driven Full-Stack Designer with over 10 years of multidisciplinary design experience. Specializes in product design, front end development, digital marketing, and brand development. Experience leading and inspiring teams through a variety of projects in deadline-driven environments. Proven history of promoting creative excellence and leveraging design competency to deliver beautiful, original, and strategically sound creative solutions that exceed business objectives, excite customers, and grow iconic brands.

EXPERIENCE

Quadient | Product Designer and Front End Developer

APR 2019 - PRESENT, RALEIGH

Responsible for creating user-centered experiences and designing beautiful interfaces for cutting-edge enterprise software. Collaborate with multiple designers to implement a scalable design system in Figma, and service the design and engineering teams to aid with speed and efficiency. Present design concepts and UX strategy to various groups and foster consensus across all stakeholders.

YellowHammer Media Group | Creative Director

MAR 2018 - APR 2019, NEW YORK

Led design direction and creative strategy for all YellowHammer clients across multiple paid media channels. Worked intimately with clients and internal teams, overseeing all aspects of the design process to deliver data-driven creative strategies and solutions that drove ROI and increased brand awareness. Responsible for developing, mentoring, and diversifying design teams, and nurturing creative culture.

SpringServe | Product Designer and Front End Developer

APR 2016 - MAR 2018, NEW YORK

Responsible for all UI/UX design decisions across multiple mobile and web-based apps. Worked closely with PMs and Engineers from inception to early implementation: defining features, establishing timelines, and ensuring visual consistency. Created wireframes and pixel-perfect mocks to communicate layout, interactions, and flow. Developed, mentored, and identified new discipline expertise for the UI/UX design team.

YellowHammer Media Group | Design Lead / Creative Director

FEB 2011 - APR 2016, NEW YORK

Responsible for day-to-day creation of digital media for all advertising campaigns across web, mobile, video and social media platforms. Actively monitored campaign KPIs and optimized creatives accordingly. Ground-up development and management of creative department process and strategy. Collaborated with PMs and Engineers to develop proprietary creative technologies and data-driven solutions.

EDUCATION

The Art Institute of Philadelphia

2006 - 2010, PHILADELPHIA

Bachelor of Science, Media Arts & Animation

SKILLS

Product Design
Front End Development
Creative Direction
Brand Development
Advertising
UI/UX Design
Visual Design
Interactive Design
Motion Graphics
Illustration
3D Modeling

TOOLS

Figma
Sketch
Adobe Creative Cloud
Invision
Balsamiq
Miro

TECHNICAL

HTML
CSS
Javascript
Typescript
DOM
JSON
Git