

## SKILLS & EXPERTISE

Figma  
Adobe CC 2019  
Adobe XD / Figma / Sketch  
Adobe Experience Manager  
Responsive Web Design  
Native IOS App Design  
Design Systems  
Bootstrap 4  
Foundation 5 & 6  
Classical Drawing  
SASS/SCSS  
React JS  
Node Package Manager  
Git Version Control

## WORK EXPERIENCE

### **Web.com | 2020 - Present (Jacksonville FL)**

#### *Visual Designer*

Created and designed marketing campaigns for the three major brands associated with web.com. These campaigns consisted of social media and direct-to-consumer ads. Made original animations to support major promotions and products to consumers. Coded emails in HTML, CSS, and PHP to make a clear call to action to produce sales. Created and maintained designs for the corporate websites with Adobe Experience Manager.

### **Florida Blue | 2018 - 2020 (Jacksonville FL)**

#### *Visual Web Designer*

The visual designs I created assisted the success of multiple web applications for the five million Florida Blue members. Used the wireframes provided to produce native app design, responsive web design, and create high fidelity mock-ups. On several occasions, I did front-end development and worked on the SASS settings files for the 26 clients of Florida Blue. This process included Git branching and version control. Notable projects include the corporate website redesign and Billing Application.

### **Fidelity Information Services (F.I.S.) | 2017 - 2018 (Jacksonville FL)**

#### *Senior Web Designer*

Worked with the Digital Marketing team to increase the user experience of internal and external applications. Collaborated with different teams to create digital UI kits, user personas, and high fidelity digital designs.

### **Guidewell Connect | 2017 (Jacksonville FL)**

#### *UX Designer & UX Prototyper*

Responsible for developing visual designs, user personas for a healthcare application. This application compiled data from seven different backend sources for representatives to be better healthcare advocates.

### **Florida Blue | 2016 (Jacksonville FL)**

#### *Visual Web Designer*

Created the visual design for multiple web applications that increased client acquisition by more than 100,000 users. Developed concepts with team members to produce a contemporary web experience for target users. Managed multiple projects in an agile work environment to meet deadlines.

### **W3 Americas | 2014 - 2015 (Jacksonville FL)**

#### *Visual UX Designer*

Produced user experience design with the UX design team that consisted of managing maintenance updates to the website. These updates consisted of banner designs, landing pages, responsive design, and following style guidelines synonymous with the brand.

## EDUCATION

Savannah College of Art and Design | B.F.A. Painting 2009  
Graphic Design 2010 - 2012