

## FULL TIME

### **NASCAR** UX/UI Developer | 09/2019 - Current

- Building sites on their custom WordPress framework, utilizing InVision for mock-ups;
  - Developed ARCA Menards Series website
  - Developed Sebring Raceway website
  - NASCAR.com official site and app updates

### **Automotive Management Services** UX/UI Designer & Developer | 03/17 - 09/19

AMSI/AAG is one of the largest in the USA, with over 150 dealerships.

- Designed and developed websites, emails, landing pages, and ads for display, social media and search engine marketing
- Worked directly with OEM compliance including BMW, Cadillac, Dodge, Honda, Hyundai, INFiniti, Lexus, Mercedes-Benz, Mini, Nissan, Porsche, Volvo, and more.
- Designed, pitched, developed, and tested “Phalanx”
  - Asset generators for email, landing pages, and ads. Improved production by 400%
  - Reporting dashboards for staff and email campaign performance, and budgeting
  - Job management/queue, client, and relationship management systems
  - User testing and interviews conducted directly with design, account executive, management, audio visual, media buyer, email, and ad departments

### **Steeda Autosports** UX/UI Designer & Developer | 10/16 - 03/17

Steeda is the largest 3rd party Ford performance parts manufacturer in the USA.

- Wire-framed, prototyped and developed four e-commerce sites
- Google Analytics, A/B, and user testing and reporting
- Email campaigns designed, developed, and optimized from reporting metrics
- SEO, SEM, and display ad design, development and management
- Recovered 20 other blog and static sites, and 100k+ email list, after they had suffered a cyber attack (before me), increasing site uptime and security from 60% to 99%
- Pitched, setup, and managed the Asana project management system

### **Valley Forge Fabrics/Living Fresh** UX/UI Designer | 05/15 - 10/16

Living Fresh is the e-commerce residential branch of Valley Forge Fabrics, an international sustainable fabrics company who produces products for hotels, government, military, and more. I designed and developed their Shopify site, and brand standards.

### **Comfort Inn & Suites Tallahassee** UX/UI Designer | 03/12 - 02/13

I designed and built their 3rd party ‘brochure’ website, allowing them to have a site free from their restricted Comfort Suites provided website.

### **L.E.T. Group** UX/UI Developer | 03/11 - 09/11

L.E.T is a web design and development firm in Tequesta, Florida. I developed the front-end for many sites for hotels, restaurants, and more.

### **Sunshine Advance** UX/UI Designer | 09-07 - 07/09

Created, updated, and maintained over 100 lead generation websites for financial lending services.

## SKILLS

### **Research**

- Competitor & SWOT
- Keyword & discovery
- Card Sorting & Mood Boards
- Information Architecture
- User, profiles & flows

### **Build**

- Adobe Illustrator & Photoshop
- Adobe XD, Figma & InVision
- Craft, Shopify & WordPress
- HTML 5, CSS 3 & Sass
- Git, GitHub & GitLab
- JS, jQuery, JSON & AJAX
- PHP & MYSQL
- Bootstrap & Foundation
- Web Brand Standards

### **Testing**

- Google Adwords
- Google Analytics
- Google Tag Manager
- Google WebMaster
- User & A/B Testing

## EDUCATION

### **Nova State University**

- Computer Science

### **Certifications**

- HTML 5
- CSS 3
- Javascript
- jQuery
- PHP & MySQL
- Google Analytics
- UX/UI Design
- Information Architecture

## CONTRACTS

### **UX/UI Designer**

- Slim Down Jupiter | 1 mo
- Auto Cricket | 1 mo
- Happy Bid Day | 3 mo
- Kauff’s Web Design | 3 mo
- AMC Source | 2 mo
- HIT Web Design | 4 mo
- Wick mobile app | 2 yr