Experience



UX/UI Design Intern / Pepper Square

2021, BENGALURU - REMOTE

- Developed proposals for both web and mobile applications to a range of in-house, client-side projects.
- Crafted rapid prototype demos to present user flow and micro-interactions.
- Provided illustrations to support published articles and case study content.



Freelance UX Designer / 530 Media Lab

2020 - 2021, LONG BEACH - REMOTE

- Designed the Color Selector & Profile Selector mobile applications --c/o Vinyl Visions; leading supplier of vinyl door & window trim.
- Eliminated need to annually manufacture/distribute swatch booklets and product catalogs.



eComm Ops Specialist / Oaklandish

2018 - 2020, OAKLAND

- Directed enhanced, end-to-end eComm operations for prominent Bay-Area apparel brand; housing up to 7 sub-label/3PL product lines, simultaneously.
- Independently published/merchandised all web shops, handling fulfillment, logistics, and CRM for each brand through streamlined, omni-channel approach.



eComm Sales Manager / The Hundreds

2009 - 2017, LOS ANGELES

- Spearheaded online sales activity for this quintessential, lifestyle-apparel brand; publishing all collections/collaborations, in tandem with the launch/analysis of digital marketing campaigns.
- Hired, trained, and managed team of up to a dozen members, while scaling processing yield nearly 400%.
- Executed multiple dashboard migrations, platform integrations, and site redesigns; serving as executive liaison to development agencies.



Creative Director / Prestige Music Group

2007 - PRESENT, ATLANTA

- Impassioned director of established record label featuring music catalogs distributed globally in both digital and physical formats.
- Established web presence across key platforms, coupled with comprehensive rebranding initiative.
- Launched partnership with Triple Vision Record Distribution
 --Rotterdam, to break into European market.

Education

Georgia Institute of Technology

2021 - 2022, ATLANTA

Certified in Full Stack Web Development

University of California, Berkeley

2019 - 2020, SAN FRANCISCO

Certified in User Experience Design

University of Central Florida

2004 - 2007, ORLANDO

B.A. Entrepreneurial Management FL Merit Academic Scholarship Certified in Digital Video Production

Tools

Web Development: HTML · CSS · Javascript · Node jQuery · Bootstrap · React · Express · MySQL · Sequelize MongoDB · Mongoose · Compass · Atlas · Insomnia Heroku · Webpack · Babel · Command Line · Git

UX Design: Figma · XD · Zeplin · Illustrator · Photoshop Premier Pro · InDesign · Lightroom · Procreate · InVision Sketch · Autodesk · Vectr · CorelDraw · Miro · Lucid Chart

eCommerce: Magento 2.0 · WordPress · Shopify Plus Squarespace · Wix · Full Circle · Brightpearl · Retail Pro NuOrder · Lightspeed · Blastramp · Mailchimp · Klaviyo Google Analytics · Constant Contact · Trello · Slack Cybersource · Authorize · WooCommerce

Skills

Interface Design
Full Stack Development
API Configuration
Branding/Style Guides
Visual Design
Design Systems
Graphic Illustrations
Ideation
Heuristic Analysis
Rapid Prototyping
Wire Framing
User Flows

User Research
Product Design
Usability Testing
Typography
Story Boarding
CRM
Digital Marketing

Logistics SEO

Software Integration Platform Migration Team Lead