

Career Summary

I have demonstrated a proven ability to merge my drive for creative innovation with strategic thinking, influenced by a deep understanding of web design, technology and user experience. I possess a keen interest in technology and have taught at a nationally recognized design school. I have successfully managed, mentored and motivated interdisciplinary teams, and have become a respected leader and mentor to junior team members and colleagues.

Areas of Expertise

- Knowledge leadership in UI design, architecture and technical development
- Website / web-based application design and development
- Information and site architecture
- UAT and defect resolution
- Agile and Waterfall methodologies (JIRA)
- Responsive design
- WCAG, W3C, Accessibility best practices
- Requirements gathering and project estimates
- Creative direction and project management
- Team building and mentoring
- Brainstorming and POC development
- Brand visual identity development and brand building
- Multimedia and interactive design and development
- Web analytics and reporting
- SEO and SEM campaign implementation and management

Education & Associations

Illinois Institute of Art – Web Development Certification
World Jangsong Martial Arts Federation

Former Graphic Design Instructor - Illinois Institute of Art

Professional Experience

AonHewitt, Lincolnshire, IL (Virtual): Technical Lead | UI Development, 07/13—Present

- Recent successes:
 - ✓ Led the successful UI development effort of a newly designed and architected HR portal solution including; managing onshore and offshore resources, project planning, cross-discipline communication and adhering to style guides and requirements.
 - ✓ Key player in the UI development effort of a specific HR product to be part of a responsively designed web portal.
 - ✓ UI Tech Lead - supporting role for many successful client implementations of HR product offerings to Fortune 100 companies.
- Knowledge leadership in UI/front-end technical development to develop and maintain the next generation of responsive, web-based user interfaces with a mobile first approach.
- Assess frameworks, code libraries, plugins, css, debugging tools, etc.
- Provide hands on technical design and development expertise to translate wireframes into modular, user interfaces, components, navigation elements and customizations for extensive, transaction-based applications.
- Advise, collaborate with, and synthesize feedback from product leadership stakeholders.
- Mentor and manage UI developers on and offshore including aligning with project needs, assigning project tasks and overall UI project management.
- Responsible for product browser and device support, analysis, research and recommendations including all supporting analytics.
- Device procurement and mobile lab supervision.
- Collaborate with designers, software engineers and business analysts.
- Establish the UI framework, toolsets and standards for UI development team with UI Architect Lead.
- Key player in software development phases including; requirements, design, development, testing, delivery and support.

AonHewitt, Lincolnshire, IL (Virtual): Front End Developer, 03/12—07/13

- Senior level contributor to the design and development of the front end user interface for transactional portals utilizing Liferay portal foundation technology and other emerging technologies/platforms as necessary. Transform ideas, translate requirements, and develop front-end code. Contribute to building and implementing (development stage to go-live and client implementations) portals.
- Worked effectively with multi-disciplinary teams to gather user requirements, technical requirements, and system specifications.
- Performed R&D and create proof of concept designs to help clarify design approaches.
- Transformed ideas and convert visual designs into development code.
- Created high-fidelity, responsive web application software, style sheets, and JavaScript.
- Contributed to project planning and provide time estimates at various stages during the project lifecycle.
- Facilitated the design and development tasks for the UI team across multiple projects.
- Contributed to the development of application roadmap with other application architects.
- Participated in client and vendor discussions.
- Worked with other internal teams such as Core Portal Development, Infrastructure.

Hollie Szadowski *(continued)*

AonHewitt, Lincolnshire, IL (Virtual): UI Designer 07/10—03/12

- Developed, refined, and implemented high quality customer experiences using strong information architecture, visual design, and customer experience skills.
- Applied visual design, information architecture, and user experience knowledge and expertise to achieve highest quality solution.
- Translated requirements into a design solutions that effectively communicated messages and concepts to users.
- Effectively communicated and documented rationale for the design solutions via written, verbal, and visual communication to provide the necessary information to project teams, leadership, users, and internal/external clients.
- Created web prototypes and demos to be used by executive leadership.
- Reviewed others detailed design and mentored junior designers.

CORPTAX, Inc. (formerly Deloitte), Deerfield, IL: Web/Electronic Marketing Manager, 05/06—01/10

- Directed all web design and development efforts including; conducting competitive research, scope and proposal preparation, web advertising budget and campaign management, web analytics and reporting.
 - ✓ Led the successful deployment of a corporate site redesign and technology transfer, managing cross-functional teams in all areas of the project including design, development, testing, content management and creation.
 - ✓ Spearheaded and managed the SEO and SEM efforts for the website resulting in an average monthly conversion increase from 3% to 12% and improved revenue generated from website conversions from an average of under \$50K per month to an average of over \$300-\$400K per month.
- Led design and execution of various new media projects, intranet sites and micro-sites, interactive demos, e-commercials, videos, screensavers and e-mail campaigns, as well as provided expertise to cross-functional teams with regards to web technologies, interface design and development, brand standards, usability and implementation.
 - ✓ Key player in the launch of a product through a successful e-commercial, products and services CD-ROM and the launch of a product micro-site. Led the design and development efforts of the sales and marketing collateral as well as the tradeshow booth design and development surrounding this product launch.
- Led corporate branding efforts by designing and establishing CORPTAX branding including; all visual identity, corporate identity package and established guidelines for e-mail banner design and direct mail pieces and other marketing collateral.
- Drove creative innovation in a technology focused company and leveraged the latest techniques and best practices to achieve goals.
 - ✓ Defined and implemented social media strategies to drive traffic to corporate website such as creating a custom YouTube channel, and Twitter account.
 - ✓ Developed one of the first e-commercial and CD-ROM offerings from CORPTAX to increase attendance to the annual conference event. The e-commercial had click through rate of over 90% to the target conference registration site. Responsible for the overall design of the conference theme as well all materials for pre and post communications.
- Provided creative direction to software product development teams and facilitated the creation of various software graphic interface designs, custom icon development and product screens development.
- Managed project allocation and workflow of internal and external staff and participated in reviews and mentoring.

Deloitte & Touche Tax Technologies (Deloitte) , Deerfield, IL: Senior New Media Developer, 03/97—05/06

NIAGARA Creative, Inc., Huntley, IL: Creative Director/Owner, 01/05—08/09

Illinois Institute of Art, Schaumburg, IL: Instructor, 05/03—05/04

Price Waterhouse, Chicago, IL: Senior Graphic Designer/Creative Lead, 04/93—03/97

Technology

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| • Dreamweaver | • HTML / CSS & Preprocessors / Java Script & JS Frameworks | • Adobe Premiere |
| • Liferay SDK | | • 3D Studio Max |
| • SharePoint | • Familiarity with JSP, XML | • Adobe Acrobat |
| • SVN / GIT / Bitbucket / Eclipse | • Adobe Photoshop | • Sony Vegas Pro |
| • Familiarity with JBoss & Ant | • Adobe Illustrator | • Adobe After Effects |
| • Filezilla | • Google Analytics | • Adobe Captivate |
| | | • Snag-It |