

// Experience

Founder and Principal Designer

2013 - 2014 | Aronoff Creative, LLC

- » Designing user interfaces for mobile, tablet and desktop web applications.
- » Usability testing for clients.
- » Making technology recommendations for startups and small businesses.

Web Designer

2012 – 2013 | RadNet, Inc.

- » Designed and built the first responsive website for RadNet, Inc. (erad.com). Website has generated an increase in quality and quantity of sales leads.
- » Spearheaded collaboration sessions with sales team to help define their audiences and generate engaging product sheets.
- » Collaboratively managed timeline, design, development and scope of projects.

Information Architect

2012 | Thermo Fisher Scientific

- » Created the first e-commerce interactive prototype in Axure by using iterative design processes and collaborating with other designers and business stakeholders.
- » Improved efficiencies by standardizing and showing the value of Axure standards for design team.
- » Facilitated off-site customer focused usability tests to prove concepts in our prototype.

Product Designer

2011 - 2012 | The Resumator

- » Produced custom job board sites based on clients' existing brand for Obama for America, Startup America and Swrve.
- » Worked collaboratively with software engineers and product manager to define scope and timeline of features of The Resumator product. These features included the dashboard, job board integrations and search.

Web and Graphic Designer / User Experience Designer

2008 – 2011 | EBDS / Highmark Blue Cross Blue Shield

- » Created a health portal for customers with spending accounts by collaborating with software engineers in a agile web development environment.
- » Spearheaded and ran print schedules for designed print pieces for marketing team and various web products.
- » Designed a promotional video for the launch of the new spending account portal that educated stakeholders about the tool's new features.
- » Developed a design pattern library used by other interaction designers, business analysts and software engineers. This enforced standards and interaction cohesion across a large scale website where over 35 coworkers regularly collaborated.
- » Supported business analysts by defining business needs and translating them into UI Design documentation for functional requirements.
- » Designed interactive prototypes in Axure, allowing the business to test interactions in the usability lab with real users before implementation.
- » Performed informal heuristic analysis on the existing website and made recommendations for improvements based on user interface best practices.

Web Experience Manager

2008 – 2008 | Carnegie Science Center

- » Updated and managed events, movie showtimes, exhibits, and other relevant content on the company website.
- » Designed email campaigns with a strong visual style to drive the brand.

Production Artist / Web Designer

2005 – 2008 | Giant Eagle

- » Designed branded weekly print circulars and newspaper ads.
- » Performed art direction of photo shoots, designed compositions, lighting and worked collaboratively on location with food stylists and photographers.

// Skills

- » Adobe Illustrator, Indesign, Photoshop, Flash, Fireworks
- » Axure
- » Adobe Audition
- » Sublime Text
- » HTML
- » CSS
- » Interaction Design
- » Usability Testing
- » Wireframing

// Education

West Liberty University

West Liberty, WV | 2003

Bachelor of Science

Communications and Graphic Design

// Affiliations

AIGA Member 2005 - 2009

AIGA Pittsburgh Board Member

2007 – 2009

// Awards

Giant Eagle "Extra Effort" Award – Design of GiantEagle.com Online Gift Card Store

// Side Projects

Founder and Host

2012 – Present | Super Dad Show

- » Designed and built a podcasting site that powers a podcast with hundreds of listeners a week.
- » Develop a consistent parenting podcast that has been featured numerous times in iTunes and has over 25,000 total downloads.

// References

Available upon request.

Colophon:

Adelle and Proxima Nova in various weights & sizes.