

Experience

Creative Director at ThreadMeUp
May 1, 2015 - June 6, 2016 · Chicago, IL

Responsible for all UI/UX. Worked alongside business development team, engineering team, and executive team to determine company goals and how to develop the best products possible to achieve them. This was done through sitemaps, sales funnels, user stories/flows, wireframes, high-fidelity mockups and prototypes. Took UI/UX, and turned it into HTML, SASS that senior front-end and back-end developers build upon. Set up Bootstrap library with correct grid layout and all colors, typography, and components. Outside of set-up, performed a final pass of styling before products were shipped. Responsible for all branding for ThreadMeUp—logos, style/branding guidelines, illustrations/iconography, and collateral items, such as investment decks and business cards. Worked with the Marketing team to develop strategies for copywriting, social media, advertisements, and email campaigns. Created unity and visual/tonal consistency between everything shipped and everything customers see and interact with.

Lead UI/UX Designer at Chicago Sun-Times
September 9, 2013 - December 13, 2014 · Chicago, IL

Brought into Chicago Sun-Times through their technology team, Aggrego, as only designer. Handled all design responsibilities—wireframes, mockups, branding, etc. At the time of being hired, Aggrego was responsible for managing the Sun-Times's Pioneer Press, a network of 25+ local news sites covering the Chicago Suburbs. It also maintained a variety of internal projects, such as Rankommend, Weekaway, Homemix, and Spectrum. Aggrego pivoted from internal projects (and Pioneer Press after it was sold to Chicago Tribune for \$23.5m) to a B2B business, focused on creating large-scale news networks for other companies: Loop, a network of websites and apps covering the Caribbean Islands, Today.ie, a network of websites covering counties of Ireland, and Sun-Times Network, a network of websites/apps covering major cities in the United States. Created branding for Sun-Times Network and rebranding of Chicago Sun-Times.

Freelance Designer
July 1, 2015 - Present · Chicago, IL

Mostly UI/UX and branding projects for startups in Chicago. Companies worked for include: ThreadMeUp, Flirt Communications, Soapbox, Choose Energy, Afterschoolz, Hummingbird, Lisa Cotten Jewelry, Number9Hockey, GroupVitals, and Hoke, Attorneys at Law.

Also: Front-End Developer at Power2Switch (2013), Resident Assistant at Edinboro University of PA (2009-2012)

Education

B.F.A in Applied Media Arts (Graphic Design Focus) at Edinboro University of Pennsylvania
2008 - 2012 · Edinboro, PA

Majorred in traditional animation, but switched to graphic design junior year. The graphic design program focused on traditional print design (editorial design, posters, books, pamphlets) and corporate branding (logos, packaging, identity systems). The BFA curriculum consisted of art foundation classes such as drawing, painting, printmaking, photography, and sculpture. Took many advanced writing and research courses, and received a minor in creative writing.

Proficiencies

Programs	Development	Design	Marketing
Adobe Photoshop	HTML5 (Advanced)	Web, iOS, Android UI/UX	Social Media Calendar
Adobe Illustrator	CSS3 (Advanced)	User-Stories, Funnels	Marketing Campaigns
Adobe After Effects	PHP (Basic)	Wireframing	Ad Graphics
Github	Javascript (Basic)	Responsive Web Design	Presentation Decks
Sublime Text	Bootstrap Framework (Advanced)	High-Fidelity Mockups	Conference Booth, Collateral
InVision	Sass (Advanced)	Prototyping	Blog Calendar
Jira	Jekyll (Moderate)	Style Guides	Daily Marketing Checklists
Trello	Shopify Liquid Templating (Basic)	Corporate Branding	Social Media Post Templates
Confluence		Logos	Onboarding Care Packages
Slack		Iconography	Corporate Copywriting
Dropbox		Identity System Collateral	Social Media Growth Strategies
		Apparel Graphics	Email Templates
		Progressive MVPs	
		A/B Testing	
		Sitemaps	
		Spot Illustrations	