

## Experience

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

- Created new company branding, including logo, mascot, and branding/development styleguides
- Redesigned seller dashboard with responsive design and new functionality such as analytics, cross-selling, and promotions
- Redesigned public site, including new landing pages for Marketers, Artists, Influencers, and Enterprise, each with unique sales funnels
- Implemented a successful marketing initiative across social media, company blog, and email that significantly boosted online presence
- Designed and developed Help Center, including an overhauled FAQ, onboarding guide, and Shopify integration tutorial
- Redesigned sales page checkout to improve conversion and add new functionality, such as universal cart multiproduct ordering

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

- Redesigned the website template with responsive design that was used across Pioneer Press's 25+ site new network
- Created UI/UX for Pioneer Press's iOS and Android apps (Sold alongside websites for \$23m)
- Created UI/UX for Caribbean news network, Loop, that spanned across multiple platforms (web, iOS, Android, Blackberry) and was delivered in multiple languages. Also created microsite for World Cup. Led to significant investment (\$10m) and Today.ie project.
- Created website template for Ireland news network, Today.ie. Used for five counties.
- Created UI/UX for Sun-Times Network: 50 websites and apps (iOS, Android) covering major cities across US
- Created branding for all deployed projects, including the branding for Chicago Sun-Times

**Freelance Designer***July 1, 2013 - Present · Chicago, IL*

- Created logo for one of the largest online anime communities in the world, Hummingbird
- Created logo, website, and apparel designs NBA player Paul George's new foundation project (via Soapbox)
- Redesigned website for Chicago-based agency, Flirt Communications. Significant illustration work
- Designed branding and UI/UX for children's activities search engine and scheduling platform, Afterschoolz

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

## Education

**B.F.A in Applied Media Arts at Edinboro University of Pennsylvania***2008 - 2012 · Edinboro, PA*

- Spent first two years majoring in animation and writing (nonfiction and creative)
- Focused on traditional print design (editorials, posters, books, pamphlets) and corporate branding (logos, packaging, identity systems)
- Took several art foundation classes such as color theory, advanced drawing, painting, printmaking, and photography

## Proficiencies

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