**PROFESSIONAL SUMMARY**

* Dynamic and creative digital designer that is intrigued by the connection between design and user experience
* Strong ability to understand the consumer and then translate their needs to a website or email marketing campaign
* Collaborate cross-functionally via effective communication in order to brainstorm and develop creative and new ideas
* Skilled at developing visual artifacts that demonstrate proof of concept via, storyboarding, creating comps, prototypes, and wireframes in order to tell the story of a product to various stakeholders

**EXPERIENCE**

**Digital Designer** April 2015 - Present

Hanover Direct

* Design and develop impactful and dynamic web pages for ecommerce site, The Company Store
* Create new and time sensitive landing pages to market special promotions and new products
* Maintain web assets in order to showcase new products and communicate a message to consumers that will grab their attention and connect with their needs
* Develop and code email marketing campaigns, that have increased click through and website views due to hypotheses based user behavior prediction
* Produce and execute marketing plans and strategies for all social media platforms in order to increase website traffic and ultimately sales
* Collaborate with marketing and product development teams in order to establish a seamless message to consumers about the products
* Communicate consistently and thoroughly with design team in order to produce work efficiently and effectively, exceeding the goals of the company

**Digital Design Intern** January 2015 – April 2015

Hudson Horizons

* Enhanced client’s website fueled by consumer research, improving the user experience
* Increased SEO by making websites more responsive
* Redesigned websites while adhering to client’s brand and style guidelines using CSS3 best practices

**EDUCATION**

**Bachelor of Arts in Economics**  Grad Date

Rutgers University

**Associate of Art in Web Development & Management** May 2014

Bergen Community College

**UX/Front End Development Program** December 2014

Metis, New York, NY

**TECHNICAL SKILLS:** User Flow, Site Maps, Wireframes, UI Design, Prototyping, Adobe Photoshop, Illustrator, Sketch3, Invision, HTML5, CSS3, JQuery, Git