

PRINCIPAL / CHIEF CREATIVE OFFICER  
Professional Summary

Experienced Principal Consultant able to plan and implement solutions for customers that meet and exceed expectations. Bringing 22+ years of industry experience.

Skills

- Content marketing strategy
- Email management software
- Website optimization
- Marketing
- Excellent communication skills
- Excellent problem-solving abilities
- Brand Development
- Product templates
- Technical specifications creation
- Coding and modularization
- Adobe Flash expert
- SEO coding and strategy
- Website maintenance
- Excellent diagnostic skills

Work History

Principal / Chief Creative Officer 11/2016 to Current  
Apttus â€“ San Mateo , CA

- Carbon Works Studios is a dynamic and strategic digital marketing syndicate offering responsive web and mobile application design and development, search engine optimization (SEO), search engine marketing (SEM), social media, email marketing design and development and so much more.
- We deliver the most cost effective online digital media solutions to our clients by continuously improving our technology, business model and marketing strategies to deliver unparalleled support that benefits client overall business success.

Creative Director 10/2004 to 11/2016

Gartner â€“ San Diego , CA

- Creative/Art Direction, Identity, Branding, Web UI Design and Front-End Development Creation of Brand/Style Guides, Sell Sheets, PowerPoint and Flash Presentations, Micro sites, Landing pages, Interactive and static banner ads that adhere to IAB standards.
- Translate business requirements into practical marketing concepts, print collateral and online media Articulate UI/UX methods/principles to non-technical teammates and help guide into a more sustainable solution Provide documented UX specifications and detailed interaction designs with annotated wireframes, low/high fidelity prototyping, final design (layered PSDs), and all required production assets.
- Responsible for initial and final design and layout for all graphical interfacing and interactive presentations, banner ads, email and landing page campaigns including all front-end coding and scripting.

Executive Creative Director 09/2015 to 02/2016

Apttus â€“ San Mateo , CA

- Hands on Creative and Art Direction, Branding and Identity Initiatives.
- Creation of Brand/Style Guides, Sell Sheets, PowerPoint and Flash Presentations, Micro sites, Landing pages, Interactive and static banner ads that adhere to IAB standards.
- Web UI Design, Front End Development adhering usability methodologies for both web and mobile.
- Translate business requirements into practical marketing concepts, print collateral, online media and mobile applications.
- Articulate UI/UX methods/principles to non-technical teammates and help guide into a more sustainable solution Provide documented UX web, mobile specifications and detailed interaction designs with annotated wireframes, low/high fidelity prototyping, and all required production assets, including layered PSDs.
- Responsible for initial and final design and layout for all graphical interfacing and interactive presentations, banner ads, email and landing page campaigns including front-end coding and scripting.
- Managing internal and external design team as well as freelancers.

Creative Director / Marketing Director 07/2014 to 07/2015

Jacobs Engineering Group Inc. â€“ Lakeland , FL

- Hands on Creative/Art Direction, Identity, Branding, and enforce Web UI Design & Usability Expectations Creation of Brand/Style Guides, Logos, Sell Sheets, eBooks, Micro sites, Landing pages, Interactive and static banner ads that adhere to IAB standards as well as social advertising.
- Translate business requirements into practical marketing concepts, print collateral and online media.
- Articulate UI/UX methods/principles to non-technical teammates and help guide into a more sustainable solution and translate into intuitive, functional and visually appealing products across existing and emerging technology platforms; including social, mobile, web and print.
- Manage an in-house team of UX/UI designers/developers, Marketing and Social Engagement professionals, their priorities and deliverables, across multiple projects, on time and on budget.
- Manage external vendors and freelancers to supplement in-house team.
- Suggest and improve on stakeholder ideas by proposing direction and concept develop through comps, storyboards and wireframes(low and high fidelity).

Creative Director 05/2013 to 06/2014

Jacobs Engineering Group Inc. â€“ Lexington , KY

- Hands on Creative/Art Direction, Identity, Branding, Web UI Design, Usability Direction and Front End Development Creation of Brand/Style Guides, Sell Sheets, PowerPoint and Flash Presentations, Micro sites, Landing pages, Interactive and static banner ads that adhere to IAB standards.
- Translate business requirements into practical marketing concepts, print collateral and online media Articulate UI/UX methods/principles to non-technical teammates and help guide into a more sustainable solution Managed an in-house team of UX/UI and design professionals, their priorities and deliverables, across multiple projects, on time and on budget.
- Manage external vendors and freelancers to supplement in-house team Suggest and improve on stakeholder ideas by proposing direction and concept develop through comps, storyboards and wireframes(low and high fidelity) Responsible for initial and final design layout for all graphical interfacing and interactive presentations, banner ads, email and landing page campaigns and usability expectations.
- Technologies used: Adobe CS6; Photoshop, Illustrator, Flash, HTML/5, CSS3, Javascript, JQuery Frameworks, SVN, CVS, Wordpress, Axure, and Balsamiq.

Sr. Web Designer 07/2011 to 01/2013

Jacobs Engineering Group Inc. â€“ Liberal , KS

- Art Direction, Web Site Design, Logo and Flash Design/Development.
- Responsible for initial and final design layout of all graphical interfacing for a wide range of dealership website templates throughout an entire spectrum of vehicle brands across North America including static and interactive flash banner ads.
- Worked closely with Developers, Advertising, Sales Management and mentored/managed junior designers.
- Technologies used: Adobe CS6; Photoshop, Illustrator, Flash, HTML/5, CSS3, Javascript, SVN, CVS, Axure, Jira, and Notable.
- Accomplishments: Helped build out over 400 Interactive Flash Banner Ads in 4 weeks generating over \$1.5 mil in revenue in a 5 week period.
- Also chosen to design web templates for NADA 2013 conference.

Sr. Web Graphics Designer 01/2011 to 06/2011

Jacobs Engineering Group Inc. â€“ Livermore , CA

- Art Direction, Web Site Design, Flash Design/Development & site maintenance Responsible for initial and final design and layout for all graphical interfacing and interactive presentations, banner ads, email and landing page campaigns including all front-end coding and scripting.
- Documented UX specifications such as site maps and task flows, and detailed interaction designs such as annotated wireframes, low/high fidelity prototyping, final design (layered PSDs), and production assets.
- Responsible for mobile application UI development utilizing HTML 5, CSS, JQuery Frameworks for web applications.
- Technologies used: Adobe Photoshop, Illustrator, Flash, HTML, CSS3, Javascript, Ajax, jQuery libraries, SVN, and Jira.
- Accomplishments: Designed and coded banner ads and landing page campaigns from conception to completion that helped generate over \$600k in Q2.

Sr. Web Designer 02/2006 to 01/2011

Campus Compact â€“ Lawrenceville , IL

- Art Direction, Web Site Design, Flash Design/Development & site maintenance Responsible for managing several websites through Multiple CMS platforms Responsible for initial and final design and layout for all graphical interfacing and interactive presentations, banner ads, email and landing page campaigns including all front-end coding and scripting.
- Mentored/Managed Junior designers and all contract designers.
- Technologies used: Adobe Photoshop, Illustrator, Flash, HTML, CSS/3, Javascript, Ajax, jQuery libraries, SVN, Visual Studio, File Maker, Change Point, Eloqua and SilverPop.
- Accomplishments: Designed and coded ACT! And CRM product websites, landing page, email and ad campaigns, Interactive product presentations from conception to completion.

Sr. Web Designer 09/2005 to 02/2006

Walker Parking Consultants â€“ Washington , DC

- Web Site Design, Flash Design/Development.
- Graphic and Print Collateral.
- Responsible for initial and final design and layout for all graphical interfacing and interactive presentations.
- Technologies used: Adobe Photoshop, Illustrator, Flash, HTML, CSS, Javascript.

Sr. Web Designer 09/2004 to 08/2005

CDMdata/Kelley Blue Book, Inc â€“ City , STATE

- Web Site Design, Flash Design/Development.
- Graphic and Print Collateral.
- Responsible for initial and final design and layout for all graphical interfacing and interactive presentations.
- Technologies used: Adobe Photoshop, Illustrator, Flash, HTML, CSS, Javascript.

Web Designer 06/2002 to 09/2004

AZCentral.com/The Arizona Republic “City , STATE

- Web Site Design, Flash Design/Development.
- Banner Ad Design/Development.
- Responsible for initial and final design and layout for all graphical interfacing and interactive web sites including all front-end scripting/coding.
- Technologies used: Adobe Photoshop, Illustrator, Flash, HTML, CSS, Javascript.

Art Director/Web Designer 01/2000 to 06/2002

Sybian New Media “City , STATE

Director of Design Services 04/1999 to 06/2000

Mediahub Networks “City , STATE

- Creative Direction, Graphic Art, Web Design and Front End Web Development.
- Responsible for identity, branding and concept development.
- Initial and final design and layout for all graphical interfacing, interactive Web sites, Print media and CD-ROM deliverables and presentations.
- Maintained and managed internal web/graphics/development team, freelance employees and external vendors.

#### Skills

ACT!, Adobe Creative Suite, Adobe Photoshop, Adobe Photoshop, ad, Ads, Advertising, Ad Design, Ajax, application design and development, Art Direction, Articulate, automation, benefits, Branding, budgeting, budget, CD-ROM, CMS, concept, concept development, Creative Direction, CRM, CSS, CSS3, Client, clients, CVS, Direction, email, Flash, framing, freelance, functional, Graphic Art, graphics, Graphic, UX, HTML, HTML 5, HTML/5, Illustrator, JavaScript, JQuery, layout, Logos, Logo, Managing, marketing strategies, marketing, Mail, PowerPoint, Works, page, Presentations, Print media, coding, prototyping, Sales Management, search engine optimization, scripting, strategic, Swift 3, UI Design, Visual Studio, web applications, Web Site Design, Web Design, Web Development, website, Web sites, websites

#### Education

Master of Science : Psychology - Human Factors November 2018 GRAND CANYON UNIVERSITY -

Psychology - Human Factors

Bachelor of Arts : Psychology - General June 2017 ARIZONA STATE UNIVERSITY -

Psychology - General Magna Cum Laude

Associate of Applied Science : Website Administration September 1999 THE ART INSTITUTE of PHOENIX -

Website Administration