

## SUMMARY

*I design & develop cross-platform software with a focus on clear visual communication, natural user input, and trend-agnostic, painless product experiences.*

*Pulling from a diverse professional background I architect custom & cohesive solutions to each project that cater to the unique and evolving needs of both client & end-user.*

## PROFICIENCY

**Development**

HTML5, Pug, CSS3, SASS  
Node, Express, Vue, Babel  
Jquery, Handlebars, Moment  
Linux, Apache, PHP, SQL, C#

**Design & Animation**

Photoshop, Illustrator  
XD, InvisionApp, Sketch, Gliffy  
After Effects, Premiere, FCPX  
Unity3D, Maya

**Project Management**

Git, Subversion  
Pivotal, Jira, Trello, Asana, Slack  
MS/Libre/Open Offices

**Marketing & Testing**

Google Analytics, Matomo (Piwik)  
Adwords, Tag Manager, Search Console  
Salesforce, Hubspot, Insightly  
Mailchimp, Campaign Monitor  
Visual Website Optimizer

## EXPERIENCE

**Front-End Developer, Designer, Animator - Mursion, Inc.***May 2016 - Present*

I produce hi-fidelity interactive wireframes & prototypes and lead UX/design planning for emerging mobile, web, and native software. I develop responsive SPAs in NodeJS for web-based product and Unity3D interfaces in C# for native software.

Products I design and develop include: video recording analytics, session booking & management calendars, system profiling & verification, user and client management, and simulation control HUDs.

Additional roles include: guiding offshore teams in company design spec & software interfacing, consulting with the sales team for lead generation, SEO, analytics, CRM, & marcom, and providing QA for software release, security, testing, & client support

**Marketing Designer, Web Developer - Element-360***Sept. 2014 - May 2016*

I handled all client-branded visuals and web development including image & HTML5 ad creation, landing page campaigns, email communication design & coding, behaviour/heat-map analysis, and technical SEO auditing for 40+ national real estate communities.

I developed internal tools to facilitate SEO, campaign reporting, CRO, and user experience. Led A/B and multivariant testing campaigns in market research, design planning, and client reporting. Regularly audited performance of image/text ads, and conversion rate & organic search improvements.

## EXPERIENCE

(continued)

### **Contract UX Designer - ThingFace**

*Aug. 2014 - Sept. 2014*

I developed internal tools to facilitate SEO, campaign reporting, CRO, and user experience. Led A/B and multivariant testing campaigns in market research, design planning, and client reporting. Regularly audited performance of image/text ads, and conversion rate & organic search improvements.

### **Game Artist, Animator, Video Editor - The Littlest Golfer, Inc.**

*Apr. 2013 - Aug. 2014*

I led art direction for 2D mobile game created in Unity3D and sold on the App Store and Google Play. I created the UI, tiling environment textures, character animations spritesheets, designed puzzle-based levels, and image ads for the game release.

Additionally, working in a small team to create a 3D Animated Pilot children's show I:

- Designed, modeled, rigged, and animated characters
- Handled all editing, compositing, and motion-graphics within After Effects
- Created promotional print materials for the show premiere

## EDUCATION

### **Bachelor of Arts - New Media**

University of North Carolina at Asheville  
Concentration in 3D Animation  
Graduated 2012