



706-575-4991



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## SKILLS

- Directing cross-functional teams
- Business analysis and strategy
- Project management
- UX/UI design
- UX research and testing
- Web development for front and back end
- Web hosting and deployment
- Web accessibility / ADA compliance
- Database management / SQL scripting
- Information architecture and strategy
- Search engine optimization
- Data-based decision-making
- Digital / social marketing
- Budgeting and financial reporting
- Forward-thinking with optimizations
- Effective, personable communication
- Analytical, strong problem solving
- Broad technology skill set

## TECHNOLOGY

- ~ Photoshop, Illustrator, Affinity
- # Figma, XD, Webflow, Sketch
- > HTML, SCSS, JS, PHP, React, Angular
- // WordPress, Drupal, Shopify, AEM, SQL
- ✓ PageSpeed Insights, WebAim, Browserstack
- + Monday, Asana, Jira, Workfront, Trello
- = Metas, Schema, SEMRush, GA, GSC

## PERSONAL STATEMENT

Experienced in multiple facets of the digital space, I'm a strong design technologist seeking an opportunity to contribute to a great company solving design and/or development challenges.

My fortes include creative/web/technical strategy, research, analysis, planning, information architecture, component-based design/development, and process improvement.

## WORK EXPERIENCE

### July 2011 - Present

Digital Director  
*On The Map Media Inc.*

Primary duties include discovery, project management, road map development and estimation. UX/UI research and design with personas, user flows, sitemaps, wireframes/prototypes and visual designs. Digital asset production with retouching and web optimization. HTML, PHP, WordPress, and Shopify web development. Database management, hosting, and server setup.

### January 2023 - January 2024

UX Engineer  
*BlueTriton Brands*

Primary duties included business analysis, road map development, timeline estimation, project management and directing cross-functional teams. UX research/design with wireframes and user flows. Content strategy with visual sitemaps and SEO. UI design and style guide development using Figma. Analysis of metrics and outlining recommendations for optimization.

Accomplishments include managing launch of ORIGIN, Pure Life, Deer Park, Saratoga, and Arrowhead redesigned websites; UI redesign for Zephyrhills + Frutitas websites; and revamping how the web team used the project management tool (Monday) by creating new task taxonomies, custom views, dashboards and reporting; and creating a new deliverable, visual sitemap.



## WORK EXPERIENCE (CONT'D)

### October 2020 - May 2022

Director of Digital Strategy  
*Haddad & Partners*

Primary duties included leading conversations with clients and stakeholders, business analysis, outlining project scopes and estimation. Overseeing UX, UI, development, and QA teams, providing guidance and hands-on support. Design system creation and management with Adobe XD.

Accomplishments included consolidating task management across multiple tools into one tool (Asana) and standardizing/documenting digital processes and best practices.

### January 2017 - January 2018

Senior UI Designer & Developer  
*Arke Systems*

Primary duties included creating websites and applications using HTML, CSS, JS, React, Angular, and other web technologies. UX/UI design creating user flows, wireframes, visual designs, graphics, icons/vectors, and other assets.

### June 2015 - September 2016

Senior Front-end Web Developer  
*Perficient*

Primary duties included coding websites and web applications using HTML, CSS, JS, React, and other web technologies. Integrating front-end code with CMS platforms like AEM and Sitecore. UX/UI design to prototype functionality.

### July 2009 - February 2015

Webmaster  
*Florida Southwestern State College*

Primary duties included managing web services team, research and discovery for new projects, project management, scoping work and timeline estimation, UX/UI design, web development, workflow automation, database management, reporting and analysis using SQL.

Accomplishments included an award-winning website redesign among Florida state colleges.

## EDUCATION

### 2007 - 2011

BS Information Systems  
BS Accounting  
*Hodges University*

### 2003 - 2004

A+ Certification  
Network+ Certification  
*New Horizons*

### 1999 - 2003

Regents Diploma  
*Martin Van Buren High School*

