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Objective

As a front-end developer and designer with almost 10 years of business management experience, I look forward to bringing my solution-oriented problem solving, creativity, and efficient communication to your team.

Education

Full Stack Development Immersive
Wyncode Academy, 2020

Apparel Design & Merchandising, BA
Florida State University, 2008-2011

Projects

React + Ruby on Rails App, Mission Booked

March 2020

- Worked within a team of four to develop an app that finds and filters through volunteer opportunities
- Created our own API within a PostgreSQL database
- Filters were designed with Rails Scope, using React-Select on the frontend
- Was involved in all aspects of the app, but main contributions were the database and stylings
- Collaborated with UX/UI team to map features, design user-journey, as well as work from wireframes and mock-ups that they provided

Experience

Freelance Design

November 2018 - Present

- Ranked Top Rated on Upwork, with a 100% job success score and 31% long-term clients, out of 41 total contracts
- Completed projects include web assets (icons, page layouts, infographics, animations), print layout, product packaging, and illustration (both vector and hand-drawn)
- Applications utilized include Adobe Illustrator, Photoshop, InDesign, After Effects, Microsoft PowerPoint, and Procreate (iPad Pro)

Assistant District Manager, PINKO

Bal Harbour Shops & Brickell City Centre | March 2017 – January 2020

- Opened and managed boutiques in Bal Harbour, Brickell City Centre locations, and Bloomingdales Aventura, which were consistently highest performers in US
- Increased profit of our Brickell City Centre location by 30% in a three month timeframe through coaching and
- Recruited for the district by utilizing personal network and connections.

- Supported sales staff on the floor by celebrating successes, coaching through opportunities, and handling challenging situations by making decisions that are both in the best interest of the company and the client
- Coordinated in-store events, partnerships with influencers, and maintain relationships with local concierges, stylists, and brand consultants for maximum PR exposure

Shop Manager, ALLSAINTS

Aventura, FL | March 2016 – March 2017

- Oversee separate Womenswear and Menswear shops within Bloomingdales.
- Transformed the underperforming businesses in a four month span: fully staffed both floors with customer-service oriented talent, organized back of the house to company standard, consistently achieved operational compliance score of 100% (reporting, buyer feedback, profit protection audits)
- Develop Assistant Manager and stylists through motivating and celebrating achievements, coaching in the moment, and daily/weekly touch bases to discuss KPI's and clientele progress
- Achieved the highest volume month the concession had seen in two years (up over 50%), despite Bloomingdales' trending down to LY
- Executed monthly visual floor sets in both Womenswear and Menswear shops. Refresh daily/weekly based on sell through and new arrivals.

Shop Manager, Herve Leger

Aventura, FL | August 2013 – March 2016

- Promoted within BCBGMAXAZRIA
- Recruited, trained, and continuously coach sales team to meet and exceed Herve Leger's elevated service standards
- Responsible for driving team to meet individual targets, as well as exceeding my own personal selling goal
- Lowered shrink by identifying high risk behaviors within the department store and partnered with loss prevention, as required
- Conducted product knowledge training with my team, as well as Bloomingdales staff, to improve service and increase buy-in from sales team

Technologies & Technical Skills

HTML, CSS, JavaScript, Node, React, JSX, Ruby on Rails, PostgreSQL, Express.js, Document Object Model, Model-View-Controller, Bootstrap, Material UI, Webflow, UX/UI, user-interface, user-experience, wireframes, mock-ups, SVG, Visual Studios Code, Sketch, Invision, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Indesign, Adobe XD, MS Office, Excel, Mac/PC platforms

Soft Skills

Agile Development, Leadership, Effective Communication, Client Relationships, Sales, Customer Service, Recruiting, Training, Efficient Multi-Tasking, Proactive, Solution-Oriented