



"Sleek experiences from start to finish"  
Web & mobile devices



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I believe that better designs make for better experiences. I strive to provide a balance of efficiency, functionality, and style to all of my clients. I help clients improve their business, attract new, and maintain current customers by building sleek experiences from the ground up. I have experience with a wide range of projects from developing materials for enterprise solutions, engaging digital agencies, to SaaS applications — and I'm just getting started. I can help you take your product to the next level, re-design your website, or develop that next big thing you've been working on!

## Skills

### **Development**

html/css, javascript, responsive design, CMS (wordpress), e-commerce (magento)

### **Design**

branding, print, digital, typography, photo touch-up/manipulation

### **User Interface**

wireframes, storyboards/sitemaps, prototypes, interface & visual design

### **User Experience**

user research, web analytics, product strategy & testing

### **Marketing**

landing pages, retargeting ads, SEO, social media, responsive email campaigns

## Tools



HTML (Bootstrap), CSS, Javascript (jQuery)



Adobe Creative Suite



Sketch, Axure, Omnipage, Avocode



Gliffy, Crazy Egg, Usabilla, Wufoo, TryMyUI



Zoomph, Spredfast, MailChimp, Campaign Monitor, Litmus

## Experience

### **Present / 2016**

#### **vWise** Interactive Designer

Rapidly produced fully functional demos for web and mobile interfaces from start to finish. Brought concepts to life by building fully responsive prototypes of the front-end interface from scratch using html, css and javascript. Collaborate with design, development, and QA teams to plan sprints and assure the product is delivered at its optimum efficiency before deployment.

### **2015 / 2014**

#### **Spectra Experiences** (Paciolan) Website, Graphic Designer

Redesigned and optimized high-impact, fan-centric interfaces of fully responsive promotional landing pages and social media hubs targeting sports/entertainment to maximize fan engagement and cement powerful brand identities. Achieved response-rate gains on retargeting ads, emails, and landing pages by pioneering the use of spam, multiple platform previews, and analytics testing.

### **2012 / 2011**

#### **Kyliptix** Website, UX/UI

Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered approach within an Agile based environment. Design the flows and requirements for new features across multiple platforms. Created visual designs for CRM software: icons & interface layout. Produced sophisticated wireframes and prototypes.

### **2016 / 2015**

#### **AlignMed** Web Designer, Developer

Developed a responsive ecommerce site using the Magento platform. Update and manage Magento e-commerce website with necessary changes for promotions and other regular maintenance. Established fully automated landing pages and email campaigns to generate sales and leads. Delivered clean design concepts for web, print collateral, and more.

### **2014 / 2014**

#### **Merchant Club of America** Website, Graphic Designer

Successfully established new influential and powerful branding identity to company branches through print, digital, and social mediums. Compiled and analyzed competitive research to execute marketing plans effectively and achieve maximum exposure of products and services to the target audience.

### **2011 / 2009**

#### **Digital Salvage** Website, Graphic Designer

Designed and maintained e-commerce website. Take professional photos of equipment and create advertising materials (For both print and web). Collaborated with design team in order to develop marketing strategies with emphasis on acquiring new business.