

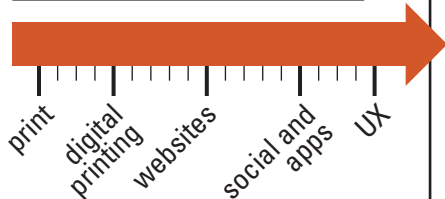
SKILLS

User Experience Research
Interviewing
Wireframing & Sketching
Prototyping
User Interface Design
Interaction Design
Usability Testing
Sitemaps
Competitive Analysis
Information Architecture
Heuristic Evaluations
Design Specifications
Art Direction
Persona & Usage Scenarios
Data Visualization
Responsive Design

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign + K4
Adobe Dreamweaver
Axure
Omnigraffle
Sketch
InVision
POP
Marvel
Hype
Pixate
HTML / CSS

15 YEARS OF EXPERIENCE



SUMMARY

I make products and services better through the heuristics of UX. I'm a hands-on user experience designer, and I'm passionate about problem solving and creativity based on human computer interface development. Driven by working on complex problems, I love creating constructive and innovative user interface solutions. Problem solving is an art, one I welcome enthusiastically.

PROFESSIONAL EXPERIENCE

UX Designer | Further Food (NY) | 2015

I helped within a UX team to redesign an existing website, including a new information architecture. We were able to discover the real reasons people were using the site through surveys, interviews and usability testing. My researching and visual skills were a very strong asset to the team. Prototype: <http://nxybix.axshare.com/>

Digital Director and UX Designer | Fighter Diet, Inc. (NY) | June 2013 - Dec 2014

Set and guide all creative direction for this national fitness program across multiple platforms, including print, digital ads, content, email marketing, social media campaigns and apps. In charge of increasing their digital footprint.

Creative Director | Robert Kennedy Publishing (Toronto) | Apr 2011 - Jun 2013

Led a 12-person team in setting creative direction for three major magazines. Served on the executive management alongside the CEO and CFO. Future high-level planning and problem solving was my regular activity for the company.

Senior Art Director | Weider Publications (Los Angeles) | Feb 2006 - Mar 2011

Served as the lead art director for three major fitness magazines, including Muscle & Fitness, Muscle & Fitness Hers and Flex. Managed a six-person design team. Led the company to its very first design award.

Art Director | Miller Publishing (Los Angeles) | Mar 1998 - Feb 2006

Served as the sole designer, from concept to launch, for three city editions each month: New Orleans, Las Vegas and Washington, DC; collaborated closely with editors, designed streamlined workflows and met all deadlines

EDUCATION

General Assembly | User Experience Design Immersive | Graduated 2015

University of New Orleans | BFA in Painting and Design | Graduated 1998

AWARDS

WPA | Maggie Award for Best Editorial Layout, Muscle & Fitness | 2010

WPA | Maggie Nominee for Best Editorial Layout, Muscle & Fitness | 2009

HSUS | Genesis Award for Best New Magazine, Dogs Life | 2009