



SUMMARY

Dynamic UX designer with over 18 years of experience in executing designs for User Interfaces, mobile, web and print. Highly skilled in managing the creative design experience from concept to completion for extremely large and small applications. Extremely talented in facilitating collaborative partnerships between sales, marketing and senior management to unify company design initiatives. Extensive experience in successfully assisting companies expand their brand awareness and redevelop their presence in web and print.

EXPERIENCE

AUG 2014 - PRESENT

Sr. Interactive Designer

Learning Without Tears - Cabin John, Maryland

- Work closely with the User Experience designer and the Development team to help define requirements using usability studies, and execute a development plan.
- Work with engineers to translate the desired product user experience into the reality of the product; build and launch new products and features.
- Design User Interfaces and content pages for the Learning Without Tears website, mobile and web applications.
- Design wireframes, prototypes, and process flows, as needed to effectively conceptualize and communicate detailed interactions, and user flows.
- Execute product design for web, user interfaces, and mobile applications using wireframes and storyboards.
- Maintain design style consistency across master brands and sub brands for both User Interfaces, and Marketing materials
- Present product design work to the Product team, and executives for review and feedback.
- Work directly with Marketing and product to coordinate, design and develop marketing emails, website landing pages, and infographics.
- Provide positive communication with the Creative Services, Development, and Marketing to create effective designs and meet product goals.
- Lead brainstorming sessions, working sessions, and user role playing design critiques.
- Stimulate creative development through leadership.

User Experience Designer

GetWellNetwork - Bethesda, Maryland

JAN 2013 - AUG 2014

- Understand and analyze user needs. Research markets and competitors.
- Work closely with cross-functional teams to help define requirements via empirical data, usability studies, market research, and proven user centered design principles.
- Create personas and workflow libraries to represent end-users and the context in which they will interact with the system.
- Create process flows, wireframes, and visual design mockups as needed to effectively conceptualize and communicate detailed interaction behaviors.
- Present product design work to the product team, and GetWellNetwork executives for review and feedback; responsibly and effectively advocate for users imparting day-to-day strategic design leadership that fosters a shared understanding of the user-centric intersection between design, technology, content and business considerations.
- Work with engineers to translate the desired product user experience into the reality of the product; build and launch new products and features.

JUL 2005 - NOV 2012

Graphic Designer / Art Director

WeatherBug - Germantown, Maryland

- Design User Interfaces for WeatherBug Mobile applications including: Apple IOS, Google Android, and Windows phone.
- Work directly with Marketing, Product, Advertising Operations and Sales to coordinate, design and develop marketing slicks, brochures, Trade Show displays, scientific charts and graphs, WeatherBug.com web page content sections, support banner ads and sales materials.
- Design User Interfaces and content pages for the WeatherBug Desktop application and website.
- Design Advertising BrandWraps working with iconic elements supplied from external clientele.
- Execute product design for web, print, user interfaces and mobile applications using wireframes and storyboards.
- Maintain branding guidelines across WeatherBug/Earth Network business groups.
- Provide positive communication with internal business groups and external clientele to ensure goal achievement and overall product satisfaction.
- Provide creative development leadership.
- Manage Marketing, Product, Advertising Operations and Sales' deliverable schedules to ensure completion of projects on time.
- Manage the Design Team's production schedule and budget.

NOV 2003 - JUL 2005

Lead Web Designer / Graphic Designer

Winter & Company Commercial Real Estate Finance - New York, New York

- Create and maintain content as needed for Winter & Company and W Financial websites.
- Provide technical and creative expertise in handling search engine optimization. (Achieved top 20 placement in Google for industry specific competitive keywords.)
- Devise new web/print strategies to enhance company exposure.
- Design and create materials for company client base and lenders.
- Concept and design company materials.

MAR 2002 - NOV 2003

Graphic Designer

Merrick Towle Communications - Beltsville, Maryland

- Concept and design company websites.
- Design multimedia kiosks using Adobe Flash and Director.
- Assist production of print materials.
- Design ad layouts and brochures.
- Draw floor plans using Adobe Illustrator.
- Project managed websites from concept to completion.

TECHNICAL EXPERTISE

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|---------------------|------------------|------------------------|
| ■ ADOBE PHOTOSHOP | ■ AXURE | ■ CSS |
| ■ ADOBE ILLUSTRATOR | ■ BALSAMIQ | ■ SEO |
| ■ ADOBE ACROBAT | ■ APPLE IOS | ■ MICROSOFT WORD |
| ■ ADOBE DREAMWEAVER | ■ GOOGLE ANDROID | ■ MICROSOFT EXCEL |
| ■ ADOBE INDESIGN | ■ GOOGLE CHROME | ■ MICROSOFT POWERPOINT |
| ■ SKETCH | ■ WINDOWS PHONE | ■ MAC / WINDOWS OS |
| ■ INVISION | ■ HTML | |

EDUCATION

UNIVERSITY OF MARYLAND BALTIMORE COUNTY
BACHELOR OF ARTS IN IMAGING AND DIGITAL ART