

/skills

operating systems

MS Windows, DOS
Apple OS
Android OS
UNIX environments

markup languages

HTML + CSS
JavaScript *familiarity*

marketing automation

Hubspot CRM
Marketo Engage

design / illustration / layout

Adobe Illustrator, Acrobat, Fireworks,
Photoshop, DreamWeaver, InDesign
Affinity Studio
Mischief

wireframing / prototyping

Sketch + Zeplin
Figma
proto.io
playingcards.io

multimedia production

Adobe AfterEffects,
Premiere, Flash
Apple Final Cut Pro, iMovie,
GarageBand
Audacity
Digidesign Pro Tools

cms / blogging / wikis

WordPress
Tumblr
Wikia/Fandom
PBWorks

productivity

Google Apps Suite
MS Office

/work experience

GRAPHIC DESIGNER/ILLUSTRATOR // Freelance

MAR 2021 – PRESENT // ARLINGTON, MASSACHUSETTS

- Generate artwork and design layouts for both print and digital distribution.
- Establish, document and uphold corporate identity/branding standards.
- Collaborate and drive creative ideation with clients for collateral creation.
- Provide visual design and digital marketing consulting and strategy.
- Oversee licensed and copyright-free/royalty-free image asset management.

SENIOR DESIGN MANAGER – MARKETING // One Door, Inc.

JAN 2020 – JAN 2021 // BOSTON, MASSACHUSETTS

- Devise and uphold marketing communications brand standards, retrofitting existing content library to unify messaging voice and content.
- Layout and produce both web, presentation/demo and print collateral in support of OD's larger pre-sales, promotional and brand awareness aims.
- Collaborate with team, senior management and outsourced talent to strategize, optimize and execute SEO and content marketing efforts.
- Act as in-house expert and liaison with regard to WordPress, internet technologies, digital asset production and print vendors.

SENIOR DESIGN MANAGER – USER EXPERIENCE

JUN 2016 – DEC 2019

- Create and document OD's inaugural product style guide and design system.
- Lead and coordinate weekly cross-functional UX/UI team summits to address and identify front-end and workflow issues experienced across disparate scrum teams.
- Design reusable UI components, user task workflows, page-level and site-level user experience in collaboration with front-end development team, socializing visual vocabulary among UX, Product and Engineering teams.
- Produce high- & low-resolution UI wireframe screens, rapidly iterating on designs based on user feedback, product requirements and development limitations.
- Liaise and facilitate communication between Product, Engineering and QA teams via project scrum teams and impromptu one-on-one meetings.
- Leverage QA input and involvement in the UX process to enforce design conventions, increase user delight and cultivate interdepartmental teamwork.
- Lead workshops in Design Thinking, style guide overviews as well as identifying parallels between UX Design and tabletop board game design.
- Conduct UX design fidelity audits, roundtable UI reviews and user interviews.
- Illustrate brand-consistent vector and raster iconography.

SENIOR WEB & MEDIA DESIGNER // Net Atlantic, Inc.

MAY 2009 – JULY 2015 // SALEM, MASSACHUSETTS

- Provide web, email and graphic design in primary support of Marketing.
- Design custom email templates and oversee outsourced HTML build efforts.
- Collaborate and execute on inbound/content marketing strategies.
- Compose content for company blog and marketing communications.
- Perform comprehensive presales/marcom proofreading and editorial review.
- Consult on UX/UI and application flow design in support of Development.
- Contribute exhaustive QA testing and review for Development projects.
- Manage and maintain website hierarchy, files and content.
- Supervise and mentor part-time creative staff and marketing interns.

/education

Multimedia & Web Design

Associates of Science

New England Institute of Art
Brookline, Massachusetts

English Literature

Concentration

College of Arts & Sciences
Boston University
Boston, Massachusetts

/work experience, contd

EVENT COORDINATOR/CONTENT CREATOR // gruntwerk services

SEPT 2003 – MAY 2012 // ARLINGTON, MASSACHUSETTS

- Organize, design and run team-based interactive puzzle competitions.
- Establish overall game event structure, solution paradigm and rules.
- Author complete sets of inter-related puzzles and challenges per event.
- Promote event via Social Media, traditional advertising and word-of-mouth.
- Produce theme-branded event materials and peripherals.
- Manage volunteer administrative support and event staff.

FRONT END WEB DEVELOPER/PRODUCTION DESIGNER // MNET

SEPT 2007 – DEC 2008 // BOSTON, MASSACHUSETTS

- Design wireframes and flat comps per agency project requirements.
- Develop visual designs/wireframes into HTML/CSS media.
- Create original artwork for use in ads and intro animation sequences.
- Support Development and Account Management Teams.

MULTIMEDIA SERVICES MANAGER // IDL Systems

FEB 2006 – JUL 2007 // BOSTON, MASSACHUSETTS

- Manage Multimedia/Production Team, both locally and abroad.
- Establish, document and oversee project methodology.
- Conceptualize application flow and identify project requirements.
- Develop creative/multimedia solutions for web application offerings.
- Perform user interface, web, graphic and multimedia design.

GRAPHIC DESIGN COORDINATOR // LP Innovations

OCT 2003 – SEPT 2005 // NEEDHAM, MASSACHUSETTS

- Design monthly shrink awareness posters & newsletters for retail clientbase.
- Create customized brochures, business cards and flyers as needed.
- Generate print ads and marketing/promotional materials.

PROGRAM COORDINATOR/HEAD INSTRUCTOR // Boston Neighborhood Network

JUN 2002 – OCT 2003 // ROXBURY, MASSACHUSETTS

- Strategize/implement Workforce Development Program, curriculum and assets.
- Lead web design, internet and project methodology classes.
- Collaborate with program/community partners and BNN staff.
- Provide individual instruction and mentorship to program participants.
- Supervise & recruit part-time instructor team.