

## /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 Designer, Photo  
Mischief

### wireframing / prototyping

Sketch + Zeplin  
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

ARLINGTON, MASSACHUSETTS // MAR 2021 – PRESENT

- Generate artwork and layouts as per client specifications/project requirements.
- Provide visual design and digital marketing consulting and instruction.

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

BOSTON, MASSACHUSETTS // JAN 2020 – JAN 2021

- 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 // One Door, Inc.

BOSTON, MASSACHUSETTS // 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.

SALEM, MASSACHUSETTS // MAY 2009 – JULY 2015

- Provide web, email and graphic design in primary support of Marketing.
- Design custom email templates and oversee outsourced HTML build efforts.
- Collaborate on inbound marketing strategies as part of Marketing Team.
- Compose content for company blog and marketing communications.
- Perform comprehensive marcom proofreading and editorial review.
- Leverage technical and creative abilities in cross-department efforts.
- 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.
- Keep abreast of Internet culture and emerging web technology trends.

## /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**

ARLINGTON, MASSACHUSETTS // SEPT 2003 – MAY 2012

- 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**

BOSTON, MASSACHUSETTS // SEPT 2007 – DEC 2008

- Design wireframes and flat comps per 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**

BOSTON, MASSACHUSETTS // FEB 2006 – JUL 2007

- 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**

NEEDHAM, MASSACHUSETTS // OCT 2003 – SEPT 2005

- 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**

ROXBURY, MASSACHUSETTS // JUN 2002 – OCT 2003

- Strategize/implement Workforce Development Program.
- Develop 20-week curriculum, resource guides and website.
- Lead web design, internet and project methodology classes.
- Collaborate with program/community partners and BNN staff.
- Supervise & recruit part-time instructor team.