

## Profile

A versatile User Experience (UX) designer / User Interface (UI) developer specializing in the innovative production of responsive web design solutions, print and digital media campaigns, brand solutions and e-commerce platforms. Expert-level proficiency in the full Adobe Creative Suite, Bootstrap, HTML5, CSS3, Javascript, animation, audio and video editing. Proven successes in Agile environments, budget management, business operations, vendor and staff management.

## Experience

### Softrams

Sept 2016—Present

Lead UX Designer / UI Developer - Windsor Mill, MD

- Working from all areas from concept to completion to build the most user-friendly experience.
- Creating HTML Bootstrap responsive prototypes to conduct usability studies on, gathering / processing feedback and deciding which formats work best to implement into the production site.
- Working with developers to help propose / implement, backend solutions
- Working directly with the client in an Agile environment to get the best type of information and innovative ideas in expressing complex content.
- Skills used: HTML, CSS, Sass, Jade/Pug, Javascript  
<https://qpp.cms.gov>

### Lockheed Martin

Sept 2015—Sept 2016

Lead UX Designer / UI Developer - Windsor Mill, MD

- Review clients needs of a new portal interface to help develop requirements for redesign within 508 Compliance.
- Conduct usability review of their existing reporting system and presented recommendations for optimization
- Create wireframes with Adobe Illustrator / Photoshop CC and interactive, responsive Bootstrap HTML prototypes with HTML5, CSS3, Javascript and jQuery; which greatly enhanced the requirements process.
- Optimize and format html prototype code for implementation into WebSphere 8.5
- Designed and developed proof of concept for creating interactive training modules using Adobe Captivate.
- Developed all content to meet 508 Compliance (Accessibility).

### EasiLoans

May 2015—Aug 2015

Lead UX Designer / UI Developer - Lithicum Heights, MD

- Regenerate and modernize an outdated lending website from 2007 to a modern, responsive framework.
- Create wireframes with Adobe Illustrator / Photoshop CC and interactive HTML prototypes with HTML5, CSS3, Javascript and jQuery as static or responsive within Bootstrap framework.
- Designing various infographics and presentations to explain their business process.

### T Rowe Price

Dec 2014—Apr 2015

Lead UX Designer / UI Developer - Baltimore, MD

- Conduct full usability study of an outdated decision support system, interview and observe existing users to learn what's needed in the re-design.
- Create wireframes with Adobe Illustrator / Photoshop CC and interactive HTML prototypes with HTML5, CSS3, Javascript and jQuery as static or responsive within Bootstrap framework.

### CareFirst Senior

Apr 2013—Nov 2014

UX Designer / UI Developer - Owings Mills, MD

- Designing websites with both accessibility (508 compliance) and usability as the top priority
- Creating wireframes with Adobe Illustrator / Photoshop CC and interactive HTML prototypes with HTML5, CSS3, Javascript and jQuery as static or responsive within Bootstrap framework
- Meeting with different departments to organize their content into optimized flows for the best user experience.
- Working with developers to modify HTML prototypes for use as components in Angular JS and Content Management System in Autonomy Livesite and IBM WebSphere 8

### ROSETTA STONE

Nov 2012—Apr 2013

UI Designer / Developer - Arlington, VA

- Converted Photoshop layouts into HTML5 landing pages for desktop and mobile sites.
- Created HTML5 slideshow animation and applied jQuery effects to [rosettastone.com](http://rosettastone.com).
- Developed responsive email templates that work across all email browsers.

## END2END DESIGN / FREELANCE

Jan 2000—Nov 2012

Owner / Web Designer / Graphic Designer - Turnersville, NJ / Plymouth Meeting, PA

- Responsible as lead Customer Experience Designer, working within various business markets to provide print, multimedia, and online solutions to support clients' goals.
- Design company logos and provide targeted solutions to promote clients' corporate brand initiatives.
- Concept, design and manage production of print and online advertising based on strategic marketing campaigns.
- Develop, code, project manage and troubleshoot client web sites, e-commerce platforms and social media platforms.
- Run focus groups and provide tracking reports to verify the level of audience engagement with targeted online campaigns.
- Manage a network of freelance designers from different disciplines, working together to complete client requests in a timely manner.
- Oversee all financial responsibilities as related to each project, estimating and managing production costs to stay within budget.

## INTERARCH

July 2010—Dec 2010

Graphic / Web / Multimedia Designer - Mt Laurel, NJ

- Responsible for the creation and maintenance of websites for Metro Bank US and UK, Saladworks and InterArch using HTML, CSS, Javascript and Flash, as well as created promotions for sites through various print media and other collateral materials.
- Improved the online User Experience / User Interface for new and existing pages through innovative and interactive techniques using Flash design styles.
- Edited and produced videos from news clips and raw footage in PAL format using Adobe Premiere CS5 to introduce new banking innovation in the United Kingdom in over 100 years.
- Monitored social media progress on a weekly basis and provided user engagement reports to clients on public feedback.
- Created custom tabs on Facebook web pages, which added a new level of flexibility to expand the limits of social media advertising.

## FULL CIRCLE COMPUTING

Nov 2009—July 2010

Instructor for Adobe Programs / HTML / CSS - Exton, PA

- Taught adult students Adobe CS4 design programs (Dreamweaver, Flash, Photoshop, InDesign, Illustrator), as well as HTML theory with Site Development Foundations.
- Also taught individuals enrolled in the Certified Internet Webmaster (CIW) program.

## SAP GLOBAL WEB TEAM

Nov 2007—Jan 2009

Senior UX Web Designer - Newtown Square, PA

- Collaborated with business teams to evaluate online communication needs and present the best solutions based on user-focused design principles.
- Created, scripted, distributed HTML-designed email templates for use in Microsoft Outlook.
- Created innovative approaches to complex design problems and followed through to completion.
- Optimized and formatted various images for SAP.com global websites.
- Responsible for developing and overseeing production schedules for various campaign launches simultaneously.
- Formatted English-based web page layouts into multiple languages including Hebrew and Aramaic.

## SUSQUEHANNA INTERNATIONAL GROUP (SIG)

Apr 2007—Oct 2007

Senior Graphic Designer - Bala Cynwyd, PA

- Assisted with the development of design guidelines and operational procedures for a new marketing department.
- Concepted and produced all materials needed to promote company brand at events and trade shows.
- Worked with external print vendors to obtain production estimates, create production schedules, review pre-production proofs and ensure highest quality control within budget standards.
- Designed posters, print advertisements, brochures, premium items, and Flash-based presentations.
- Managed library of photography images and responsible for audio and video editing and formatting.

## Stokes Studio @ THE CHILDREN'S HOSPITAL OF PHILADELPHIA (CHOP)

Apr 2007—Oct 2007

Studio Manager— Philadelphia, PA

- Started and led creative services design studio for CHOP to provide full graphic, web and multimedia production assistance for hospital researchers to help raise money and support their work – **which saved \$100k+ per year.**
- Designed medical collateral materials, including posters, brochures, print advertisements, illustrations, Flash-animated interactive education modules, presentations and websites.
- Oversaw all photography, audio recording, video filming, editing and production, as well as all print design projects.
- Managed relationships with print vendors, including variable digital print providers.
- Supervised up to 15 projects at one time utilizing two full-time employees and freelance designers.

eGenome Project @ THE CHILDREN'S HOSPITAL OF PHILADELPHIA (CHOP)  
Web / UX / UI / Graphic Designer — Philadelphia, PA

Oct 2000—Apr 2003

- Developed the user interface and experience of the eGenome Project website.
- Defined site architecture and navigation, created wire frames, site maps and working prototypes to describe the intended user experience while implementing best practices.
- Created and retouched images for website and scientific publications.
- Designed multimedia presentations on DVDs using Flash to promote eGenome Project through direct mail campaign.
- Created scientific posters that promoted the project for display at global conferences.

TIERNEY & PARTNERS ADVERTISING

Oct 2000—Apr 2003

Traffic Manager - Philadelphia, PA

- Scheduled and managed production timelines for ten clients.
- Experienced in overseeing the creation of print ads, sales and marketing collateral, premiums, direct mail programs and large-scale print projects, prepared cost estimates, routed materials through agency for account management approval and coordinated delivery of art materials to vendors and publications.

## Technical Skills

HTML5, CSS3, SASS, Javascript, jQuery, Bootstrap, Jade/Pug, AngularJS | [Expert Level with the full Adobe Creative Suite](#)  
Microsoft Office Applications | [PC & MAC Troubleshooting](#)

## Education

[University of the Arts](#) Philadelphia, PA

Graphic Design Certificate—December 1999

[Indiana University of Pennsylvania](#) Indiana, PA

B.A. in Psychology, Education Minor—December 1998