



Right brain/left brain digital creative leader. Passion for UX. Extensive experience in marketing strategy for major brands and corporations. Able to visualize experience across channels to achieve user and business goals. UX evangelist. Deep agency background. Healthy sense of humor.

Current focus: UI/UX and responsive design for websites and mobile apps.

Professional & Technical Skills

- > UI/UX for Web + mobile
- > Visual specs + style guides
- > Art direction, branding
- > User research/personas
- > User surveys/testing (Usabilla)
- > Asset creation
- > HTML Prototyping (Axure)
- > Adobe Creative Cloud
- > Leadership/Management

Experience

Senior UI/UX Designer
D2 | Team-Sim, Somerset NJ
06/2014 - present
www.d2teamsim.com

Designing challenging UIs for complex, web-based applications with responsive components. Heavy focus on re-branding of two web products for the wider market through improved UI and visual presence. Balancing key business objectives against usability in all creative choices to develop a product that serves both users and the firm's growth strategy.

key responsibilities

- > Collaborate with instructional designers and product managers to achieve best solutions.
- > Advocating for user-centered design, out-of-the-box thinking and the importance of detail in making a great product.
- > Prototyping on paper, in Axure and in Adobe Muse. Delivering HTML mock-ups/visual specs for developers.
- > Creating visual assets (in Photoshop, Illustrator, etc.) for implementation in Flash/Flex/HTML coding.

skill set

- > Self-managed, deadline-oriented leader juggling a variety of challenges simultaneously.
- > Active member of the software development team, working strategically with business, product, development, and QA.
- > Current on latest conventions in UX communities. Continuing study includes a recent class in User Testing techniques.
- > Solid writer and visual communicator. Deep experience with marketing strategy, branding and art direction.

UX Design | Digital Marketing (contract) • 11/2013 - 06/2014
UI/UX and email marketing design. Mobile app design for Ethicon (J&J) and Sanofi.

Senior Art Director – Digital & UX
LexisNexis Martindale-Hubbell, New Providence NJ
01/2012 - 11/01/13
www.lexisnexis.com/law-firm-marketing

Partnered with a copywriter to establish new creative department for LexisNexis Web-Based Marketing Solutions for law firms. Worked strategically with Acquisition and Retention Marketing Directors and Brand Managers to launch 30 campaigns within first 9 months, resulting in increased POS over 2011 (\$500K+). Tactics included email, landing pages, direct mail, video, social media and microsites. Redesigned campaigns for improved performance per A/B and Test-and-Roll results. Awarded "Above and Beyond" recognition for creative improvements and increased revenue.

key achievements

- > Elevated design, messaging and brand awareness over all prior years
- > Championed and implemented mobile marketing best practices
- > Creative services cost-savings of \$300,000 over 2011, with greater ROI
- > Design/UI/UX for customer retention microsite – first of kind – to inform and engage existing customers
- > Design/production lead for retention email initiatives, saving division \$25,000 in development fees

Associate Creative Director / Lead Digital Designer
Franklyn Healthcom, Parsippany, NJ
01/2009 - 01/2012
www.franklynhc.com

Acted as right hand to Creative Director at managed care-focused pharma ad agency creating print and digital tactics. Tackled problems ranging from brand marketing challenges to internal staffing and sales support needs. Lead hands-on creative. Supervised daily operations of creative services. Client base: **Novartis • Sanofi • King Pharmaceuticals • EMD Serono • Pfizer • Johnson & Johnson.**

key achievements

- > Lead creative for digital in formerly print-only agency; created digital prototypes that won new business
- > Designed and maintained company website
- > Enhanced Creative service offerings to generate greater agency revenue
- > Supervised department of 4+ and vendors

Early Career

Partner, Creative Director, Siren Communications Inc., NYC, NJ
Art Director, Electronic Publishing Center, New York, NY
Managing Editor, The Boston Review, Boston, MA

Education

Skidmore College, BS, Art/Writing • Digital Design classes: School of Visual Arts • **HTML/Flash: Noble Desktop & MogoMedia**
UX Prototyping & User Testing Certificate: Noble Desktop, NY NY 2015