

## EXPERIENCE

### FREELANCE

AUG 2013–PRESENT

*Current Clients:*

**Laika** JAN 2020–PRESENT

UI design for compliance app that helps companies manage due diligence processes

**Tinsel Experiential Design** 2013–PRESENT

Designing and maintaining Tinsel's websites & email marketing campaigns

*Past Clients:* String, thrv, Mapzen, Hometeam, Hotel Greene

Website design and rebrand, digital marketing campaigns, promotional material (print and digital) and custom-branded products

### ZINC PLATFORM

DEC 2017–MAY 2018

**Design Lead**

Developed wireframes and designed hi-fidelity comps for a homeowner's insurance procurement app that can be used as a third-party portal for borrowers, or integrated directly into a mortgage lender's platform.

### RALPH LAUREN

DEC 2015–APR 2017

**UI/UX Designer**

Worked closely with PM & developers in successful launch of a brand new global RL intranet

Developed wireframes and designed comps and demo prototypes for new website features and functionality

Supported the communications team in designing new content using a Sharepoint platform

Ensured flawless user experience and improved usability through regular testing and user feedback

### MYPUBLISHER

SEP 2006–JUL 2013

New York, NY

**Art Director** APR 2012–JUL 2013

Designed UI for three web-based applications

Worked directly with team of developers to ensure product quality

Concepted and developed web-based seasonal and promotional imagery

Collaborated with senior team members to create new website content

Supervised freelance and junior designers

Art directed photo shoots

**Senior Designer** MAY 2009–MAR 2012

Collaborated with branding agency and design team in complete rebranding of MyPublisher

Implemented style guide, redesigned website and developed marketing material

Integrated new brand into existing MyPublisher desktop application

Trained and managed a team of 6 designers

Played an integral role in design, development and launch of two new product offerings

**Designer** SEP 2006–APR 2009

Concepted and designed new web pages and worked with developers to update and maintain content

Designed weekly email blasts and all marketing media

Produced new layouts and content for desktop application

## SKILLS

15+ years design experience; 13 years experience in web and UI/UX design

*Software expertise:* Photoshop, Illustrator, InDesign, Figma, Balsamiq, InVision, Keynote, Pages, Microsoft Office

*CMS platforms:* Squarespace, Wix, Readymag

*Familiar with:* Zeplin, WordPress, HTML & CSS

Trained in Agile development methods

## EDUCATION

**Savannah College of Art & Design (SCAD)** SAVANNAH, GA

BFA Graphic Design | SUMMA CUM LAUDE