Award-winning Interactive, Multimedia, Visual and UX Director. I have 20+ years of experience influencing cross-functional leadership on the importance of design and delivering best-in-class solutions that lead to impactful outcomes. I'm passionate about executing creative strategies from research to branding, user experience and interface design, cross-platform development, motion graphics and video; and leading groups of talented global creatives. My greatest achievements are learning from and nurturing the growth of those working alongside me.

EXPERT TECHNICAL SKILLS

Creative Management	UX/UCD Management	Information Architecture	Agile Frameworks
Training	Web Development	User Flows	Figma, Sketch & Balsalmiq
Creative Direction	Email Development	Usability Testing	Adobe Creative Suite
Branding	Prototyping	QA Testing	Motion Graphics
Interactive Design	Wireframing	Analytics	Photography & Video
Visual Design	Sitemapping	Data Visualization	Office & G-Suite

PROFESSIONAL EXPERIENCE

Tonic 3 / Senior User Experience Director: 2022 - Present

· Expertise in user experience and interface design and direction for applications, websites, mobile platforms, augmented reality, and virtual reality environments.

· Experience with the Products & Technology department of a Fortune 500 multinational firm, serving as a Design Lead and Senior UX Director on two enterprise-level platforms. Responsibilities included comprehensive involvement in all stages of the UX process, integrating design systems and ensuring brand compliance, collaborating closely with the Accessibility team to uphold standards, and managing communication with both onshore and offshore development teams.

· As the Design Lead for a large-scale survey and analytics platform, I was pivotal in shaping product strategy and vision, enhancing the interface and user experience, conducting audits and redesigns, and presenting improvements to users, clients, and stakeholders. My responsibilities included collaborating with a team to define platform improvements, developing personas and guiding principles, and providing solutions. I led the improvements for new and existing features, focusing on styles, dashboard elements, dynamic bookmarks, and platform configuration. Using user journeys, sitemaps, and wireframes, I designed prototypes for new features, integrating them with the existing platform. I also oversaw the development of AI features, including Insights and sensitive comment detection, and designed user management features, a configurable Intercept feature, and a pattern library. We adhered to strict accessibility standards throughout the process.

· As the Senior UX Designer for an enterprise digital tax platform, I was tasked with auditing and redesigning the existing product to enhance its usability. My role involved conducting user interviews to gather feedback and developing comprehensive user journeys, maps, and wireframes. I designed and integrated a new pattern library and component design system, creating working prototypes that were demonstrated to users and stakeholders. Collaborating with the product team, I architected and designed various features, including a dynamic graphing system for calculations and organizational information, as well as tools for calculation comparisons, scenario planning, reports, and customizable metric visualizations. Additionally, I managed user and model data, platform history, and data ingestion processes. I performed regular accessibility audits, provided annotations for developers, and created marketing materials for the revamped product.

· Collaborated closely with developers to create pixel-perfect features using HTML, CSS, Angular, React, JSON, Web Components, and Power BI.

· Managed tasks, wrote user stories, and facilitated team communication using platforms such as Confluence, Jira, Azure DevOps, Aha!, and EnjoyHQ.

Trevelino/Keller / Senior Interactive Director: 2020 - 2022

· Translate corporate and client goals into design objectives for digital, interactive, and motion products.

· Collaborate with both in-house and offshore cross-functional design, development, product and engineering teams.

· Create structure and processes to foster interdepartmental collaboration between creative, marketing, public relations, development, and sales. Scale design and development practices across the organization through strategic resourcing, prioritization and system implementation.

· Consult with clients to create and manage project scope, budget, and information architecture on robust interactive products.

· Creative direction and management on interactive, motion, visual and UX projects.

· Define and build intuitive user interfaces from concept to design, development and usability testing. Evaluate the user interface of new and existing products to make constructive improvements.

· Foster exploratory ideation by pushing problem-solving boundaries through innovative visual design and UX/UCD practices utilizing tools such as Adobe
· Creative Suite, Figma, Sketch, and Invision.

· Implement design, front-end development, and tailored CMS solutions for responsive web and email products through full-stack experience, including WordPress, Hubspot, Woocommerce, Shopify, Adobe Experience Manager, etc.

· Work with SEO and integration teams to maintain optimization goals.

· Manage several online platforms through a plethora of hosting, DNS, and CMS services, as well as formulate and perform monthly maintenance plans. Build custom CMS platforms to spec utilizing HTML, PHP, CSS, Javascript, and specialized API integrations.

· Demonstrate product concepts to clients through MVP definition, user flows, site mapping, wireframing, design comps and prototypes, as well as train clients on maintaining their own products once delivered.

· Articulate, execute, and deliver design solutions for products across a variety of devices and platforms.

· Perform QA audits on products including UX suggestions and edits, design and development refinements, security and CMS upgrades, and 508/WCAG compliance.

WebMD/Krames/StayWell / Senior Design Director: 2017 - 2020

· Responsible for leading and inspiring a global team of talented creatives, encouraging a collaborative work environment and challenging the team to push ideas to the next level.

· Owned the creative direction on national, multi-tier, health and wellness omnichannel marketing campaigns, owning branding, print, digital, motion graphics, and interactive programs used by over 100 million patients, plan members and employees who used StayWell's products and services.

· Worked closely with Executive Leadership and Marketing on the concept development, rebrand and relaunch StayWell's corporate identity.

· Built and managed corporate marketing and e-commerce websites using custom code and web templates across various content management systems, including WordPress, HubSpot, Magento, Contentful, and Salesforce marketing cloud. Prototyped and scaled mobile-first design and responsiveness.

· Produced interactive and web content using current web markup (HTML, CSS, JavaScript) and utilized several Content Management Systems (Hubspot, WordPress, Magento, Drupal, Salesforce).

· Owned user-centered direction, including research, prototyping, visibility, and interactivity.

· Worked closely with SEO and Marketing teams involving on-site and off-site optimization, positioning, and A/B testing. Helped establish analytics tools and analyze data.

· Partnered with cross-functional directors to implement integrated third-party tech systems, including owning a very successful launch of the HubSpot Marketing Automation Tool.

· Created and implemented branding, identity and user interface on client projects, including style, color, patterns, typography, imagery and layout for products, templates, concepts and mockups.

· Developed interactive products as an Information Architect, Interactive Designer, Product Designer and User Experience Designer.

· Created departmental and cross-departmental processes and procedures, including learning initiatives and evaluating their effectiveness.

USMotivation / Senior Multimedia Director: 2002 - 2017

· Gained 15 years of experience creating marketing and digital media materials for clients from both B2B and B2C industries.

· Led the creative strategy for a tier 1, multi-billion-dollar telecommunications company through a variety of omnichannel marketing campaigns resulting in a 45% increase in sales.

· Conceptualized, created and led the development, design and production of product packaging, product launches, branding, websites, video, mobile campaigns, environmental graphics, paid media ads, social media campaigns, event and tradeshow signage.

· Responsible for UX/UI, design, and development of websites and e-commerce sites using HTML, CSS, WordPress, JavaScript and jQuery, mobile responsive techniques, A/B testing, and Flash.

· Created motion graphics used in web, video, Flash, 3D motion graphics, mobile and presentation software.

· Lead email designer responsible for creative concepts, coding, mobile responsive and analytics.

· Shot, edited and delivered photography of corporate meetings, events, and campaign collateral.

· Accountable for outsourced creative development with external vendors to ensure brand consistency and design quality.

· Winner of the GEM Award – Employee of the Year.

Powell Digital / Multimedia Director: 1999 - 2001

· Applied expert graphic design skills to a variety of agency projects, including branding, campaign materials and signage.

· Designed and developed interactive media, including websites, Flash animations and interactive presentations.

· Designed and directed motion graphics and video for agency clients.

Swerve Promotions / Art Director: 1998 - 1999

· Managed four in-house designers and illustrators for a boutique ad agency by planning, assigning and overseeing projects, and creative direction.

· Led teams in the development, design and production of sales-driven, cross-channel marketing campaigns including product launches, brochures, websites, billboards, branding and product packaging.

· Oversaw budgets, creative deliverables and all phases of nationwide ad campaigns.

EDUCATION

Art Institute of Houston
Graphic Design
2000 - 2001

Art Institute of Atlanta
Interactive/Multimedia
1996 - 1998

The Atlanta College of Art
Fine Arts & Digital Media
1995 - 1996

Kennesaw State University
Undergraduate Studies
1993 - 1995

CERTIFICATION

American Graphics Institute
Advanced 508/WCAG/
Web Accessibility

General Assembly
User Experience Design

General Assembly
Front-End Web Development

GIVING BACK

· Marketing and Creative – ONS (Organized Neighbors of Summerhill) 2008 - 2012
· Project Turnaround – 2009 - 2010
· Monetary contributions to animal sanctuaries, including Wolf Haven International, Atlanta Humane Society and Save the Elephants

DIVERSE CLIENT PORTFOLIO

Activision Blizzard, ADT, AECOM, Alabama Power, American Heart Association, American Lung Association, American Red Cross, Ardent Mills, AT&T, ATC Healthcare, Avon, Better Business Bureau, Blue Cross Blue Shield, BP, Caterpillar, Cricket, Diebold, Dine Equity, Duda Paine Architects, Dunkin Donuts, First American, Floor & Decor, FUJI, Golden Peanut, Hanover, Hyster-Yale, Incentive Solutions, JM Family Enterprises, Konica Minolta, Kowa Pharmaceuticals, PM Realty, Krames Patient Education, Marathon, Merck, MOSSA, Leggett & Platt, The Peanut Institute, PetSmart, Pfizer, Phytest, Ricoh, Savin, Sharp, Shell, SOC Telemed, Southern Company, Southwire, State of Wisconsin, StayWell, Time Warner Company, University of Pennsylvania, UPS.