

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere
Adobe XD
InVision
Axure
Sketch
Abstract
HTML / CSS
JavaScript / jQuery
WordPress / WooCommerce
Microsoft Office Suite
Litmus / Silverpop / MailChimp
ProofHQ

EDUCATION

Bachelor of Fine Arts | 2014 Graphic Design

university of massachusetts dartmouth
college of visual and performing arts

Bachelor of Fine Arts | 2014 Digital Media

university of massachusetts dartmouth
college of visual and performing arts

Associate in Science | 2007 Game Design

bristol community college
computer information systems

INTERESTS

Web Design
Workflows
UX / UI Design
Design Direction
Identity & Branding

VOLUNTEER WORK

Director of User Experience at
AIGA Rhode Island (2017 - 2018)

Chair, Fine Arts Committee at
Bishop Connolly High School (2015)

Industry Expert at AWN (2009 - 2014)

CREATIVE EXPERIENCE

Senior Product Designer at SmartPak (AUGUST 2018 - PRESENT)

Screen based design leader for largest equestrian e-commerce retailer. Create UX wireframes, design high fidelity mockups, build interactive prototypes, and perform user testing. Key projects include:

AutoShip Manager - Re-designed complex AutoShip manager that impacts all customers ordering SmartPak's core product. Conducted three rounds of user testing & validated design through A/B testing.

Order Control - Designed new order control for product class pages to drive conversion and AutoShip orders. Built in-depth prototypes and heavily user tested the design. Drove double digit growth in AutoShip orders in less than a month.

Design System - Led a cross-functional team of developers, designers, and UX researchers to build a design system from the ground up. Houses web components, documentation, best practices, and code.

Senior Interactive Designer at SmartPak (MARCH 2015 - AUGUST 2018)

Set creative strategy across social, email, and mobile. Key role in department strategy & planning.

Responsible for hiring, mentoring, and managing web team. Communicate creative vision to executive team. Develop project briefs, timelines, and deliverables. Direct project photo shoots. Key projects include:

Creative & Marketing Workflow - Researched, planned, and implemented new company workflow tool (Wrike) to streamline a yearly average of over 7,000 creative and marketing tasks. Deliverables included contract negotiations, software roll-out, process mapping, training, and troubleshooting.

Email Process Optimization - Key role in optimizing email process. Reduced email production time from 5 weeks to 5 days. Generated total yearly savings of over 2,300 hours and over \$100,000 in opportunity cost.

Senior Designer at TriMed Media Group (JULY 2014 - MARCH 2015)

Lead design teams on two bi-monthly, 52 page publications - coordinating writers, photographers, and designers. Crafted innovative videos for conferences, webinars, and content marketing. Key projects include:

Email Marketing Program - Launched email sales program that sent in-house editorial email and third-party promotional emails. Developed, designed, and setup email sends to a list of over 50,000.

Magazine Redesign - Re-designed flagship 52 page publication, Health Imaging, from the ground up.

Print Production Workflow - Built new print production workflow by sourcing new productivity tool (Producteev) and leveraging Adobe InCopy. Shortened overall production timeline by a week.

Lead Designer at Bare Tree Media (NOVEMBER 2012 - MARCH 2015)

Managed a team of five, assigned tasks, and reviewed design work. Led design on partner concepts. Created styleguides to ensure consistency in work created for licensed brands. Key projects include:

Creative Team - Built and scaled a design team made up of external contractors, interns, co-op students, and full/part-time designers. Grew project capacity 5x over a 3 month period.

Creative Director at Gamut Creative Consulting (APRIL 2011 - PRESENT)

Grew part-time consulting business to ~30K in net revenue. Consult for brick-and-mortar retailers, e-commerce sites, fitness brands, and education portals. Specialize in branding, email marketing, web development, social media management, SEO, and SEM. Key projects include:

Police Training Portal - Grew client's web gross revenue by 119% from ~160K to ~350K.

PROFESSIONAL EXPERIENCE

Application Engineer at Varolii/Nuance Communications (OCTOBER 2008 - MAY 2011)

Game Designer & Analyst at Hasbro, Inc. (AUGUST 2008 - OCTOBER 2008)

Graphic Design Foreman at Gatehouse Media (SEPTEMBER 2007 - AUGUST 2008)

Senior QA Analyst at Blue Fang Games, LLC. (MARCH 2007 - SEPTEMBER 2007)

Marketing Coordinator at Turbine, Inc. (DECEMBER 2006 - MARCH 2007)