

Creator of innovative profitable user experiences

Passionate about the intersection between art and business. Ten years experience leading teams with a hunger to improve the bottom line and out-pace the competition. Senior level expertise in web and application design, UI/UX design, search and email marketing, art and creative direction.

EXPERIENCE

MAR 2012
PRESENT

● **Zones, Inc.** zones.com
ECOMMERCE UI/UX MANAGER

Lead talented UI/UX team, including designers, developers, producers and offshore developers in the production and maintenance of all Zones online properties. Cast the vision for user interface and experience for internal and external applications.

Build strong relationship with business leaders across many departments including Sales, Creative, Marketing, Sales Operations, Project Management, Legal and others to support their interests online. Frequently provide insight into scope, cost and feasibility of various projects.

Collaborate and consult with key stakeholders at partners including Microsoft, Nike, Tmobile, HP, Cisco, Techsmith, Intel and Dell to design custom websites. These include branded marketing microsites as well as post-authentication shopping portals with specialized feature-sets.

Redesigned the entire admin portal for Zones.com which produces over \$500M in annual revenue. Leverage the latest coding standards of HTML5, CSS3, jQuery, and AJAX to improve the UI and enhance the UX with more explicit calls to action and visual indicators.

Approached by Zones owner and Chairman, Firoz Lalji, to collaborate with London School of Economics in developing a marketing site for the Program for African Leadership (palfoundation.org), a scholarship foundation for students from Africa. Design, develop and maintain a custom online forum for the Alumni network of the organization allowing them to connect, share information and opportunities post-graduation.

Contributed to the design and project management of the following projects:

- CRM Order Entry and Recall
- Starbucks Single Page Checkout Portals
- Dundas Reporting Dashboard
- Order Line Comments
- Cintas SSO (Active Directory Integration)
- CRM & Zones.com Search Tuning

DEC 2008
MAR 2012

● **GigaSavvy** gigasavvy.com
CREATIVE DIRECTOR

Managed entire web, print, video and online marketing departments. Including art direction and project management. Excelled at client relations and worked within timeline and budget to deliver solutions that were not only appealing but an asset to their business. Notable clients include Knotts Berry Farm, Roland DGA, Arbonne Intl, Dr. Sears Family Essentials, True Science, Johnny Rockets, and Golden Spoon.

Developed brands for dozens of clients with applications in, print collateral, websites and SEO.

Design and development of over one hundred websites ranging in contract amount from \$1,500-\$100,000.

JULY 2008
DEC 2008

● **Mediablend** mediablend.com
SENIOR WEB DESIGNER

Designed dozens of websites and print materials in a range of different styles for local businesses and non-profit organizations. Elevated the design standard of the company to attract larger more profitable clients

Designed a new UI for GoSignMeUp, a class attendance tracker used by large organizations like the US Army, Villanova University, PetsMart and others.

JUNE 2007
JULY 2008

● **Clupedia**
GRAPHIC DESIGNER

Designed all company visual assets including the website and UI design of a custom JavaScript Firefox tool bar.

Created zero-cost viral video marketing campaign gaining over 700,000 impressions.

TECHNICAL SKILLS

SOFTWARE

Adobe Photoshop CS6
Adobe Illustrator CS6
Adobe InDesign CS6
Adobe Premiere
Visual Studio/TFS

DEVELOPMENT

HTML5
CSS3
PHP
jQuery

PLATFORMS

Wordpress
Magento
Microsoft CRM
Microsoft Dynamics AX
SharePoint

EDUCATION

University of Southern California 2003-2007

- Bachelor of Arts from the Roski School of Fine Art
- Minor in Business from the Marshall School of Business
- Porter Endowed (Fine Arts) Scholarship 2003-2007