

CONTACT

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TOOLS

Adobe Suite

Sketch

InVision

Figma

Axure

HTML

CSS

JavaScript

Unity 3D

Jira

Visual Studio Code

WebStorm

iContact

SKILLS

User Interface

User Experience

Visual Design

Digital Layout

Web Design & Development

User Research & Testing

Site Mapping

Prototyping

Storyboarding & Wireframing

Branding & Identity

WORK EXPERIENCE & ACHIEVEMENTS

VISUAL DESIGNER

JULY 2017 - MAY 2019

TrueChoice Solutions | New York, NY

- Produce and present unique interface designs for automotive, consumer retails clients
- Develop designs for manufacturing, high-tech, utility and financial industry clients as well
- Polished front-end aspects of application builds when team was short on developers
- Communicate with clients to plan goals and objectives, providing account leadership
- Design iconography and produce illustrations to compliment and enhance user interface
- Lead cross-functional 5-member team to design, develop and implement email blasts
- Earned 20% in user response rates as a result of email blasts
- Hire, train and manage team of motivated, highly productive interns

INTERACTION DESIGNER

JULY 2014 - JUNE 2017

TrueChoice Solutions | New York, NY

- Achieved 15% cost-savings (\$144k) in 2 years via optimized design processes and new tools
- Selected out of 3 semi-finalists to lead comprehensive redesign of internal application
- Built application design that resulted in marketing team earning 3 new clients in 2 months
- Assisted in migration from Flash based to HTML5, resulting in 50% increase in market share
- Designed digital mockups for a variety of brands used to aid marketing in their sales pitches
- Created wireframes of interactive widgets and layouts for browser-based apps to enhance UX
- Defined use cases and technical requirements for various interface improvements
- Documented all processes, usage guides and best practices for bleeding-edge interfaces

GRAPHIC DESIGN INTERN

MAY 2013 - MAY 2014

The Indian Milk & Honey Co. | Ithaca, NY

- Managed social media accounts for rapidly growing domestic yogurt company
- Produced social media marketing campaigns, resulting in 30% more Facebook "likes"
- Collaborated with Senior Management in India to determine marketing applications
- Developed aesthetically pleasing graphics to proactively enhance sales activity
- Updated company website with engaging, brand-conscious graphics and user flows

GLOBAL CLIENTS INCLUDE

PwC, Accenture, KPMG, EY, Teneo, Cisco, Sprint, Willis, Ford Motors, HSBC, Capital One, Workday, United States Army, United Kingdom Ministry of Defence, Australian Defence Force, Magnet Media, International Paper, Dow Chemical, The Chemours Company, BASF, Trelleborg, Citrix, Swinton, Eni, Vencore, Mitchell International, Reinsurance Group of America, athenahealth, Kindred Healthcare, UniCredit, Tarmac, Ritchie Bros. Auctioneers, Brustein Law Firm, Eclectic Youth Film Group

EDUCATION

Bachelor of Science, Emerging Media - Design & Production

MAY 2014

Ithaca College | Roy H. Park School of Communications

Minors: Web Programming, Game Development, Computer Technologies