

Contact

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Specialties

Digital Creative, Art Direction, UX/UI Design, Product and Interactive Design, Prototyping, Social Media Creative, Information Architecture, 360 Degree Branding, Web & Graphic Development

Skills

Fluent and expert level in Adobe Creative Cloud, Wireframing and Prototyping, Sketch, Figma, InVision, Adobe XD, Adobe Animate, Google Web Designer, Zeplin, Dreamweaver, Keynote, Asana and Office Programs. Working knowledge and programming skills include: XHTML, PHP, CSS, XML, UI/UX, CVS, WordPress, Movable Type, CMS and Crowd Fusion Systems, JavaScript and JQuery code.

Education

California State University Northridge, Northridge, CA. May 2007 — 2012 g.
Bachelor of Arts Degree in Graphic Design, minor in Photography and Art History

Art Center College of Design, Pasadena, CA. Summer 2004 —
ACCD Extended Program @ Night, Product and Graphic Design Courses

Pasadena City College, Pasadena, CA. Dec, 2002 g.
Associate Degree in Arts and Sciences, Winner of City of Pasadena Grant Scholarship for Art Students

Design Experience and Career Highlights

SR. UX/UI DESIGNER

Kaiser Permanente® — InSight Global | Pasadena, CA July 2019 — March 2020

- Experienced working with ux leads, producers, product owners, research, stakeholders, developers and ux design teams. Collectively, helped design and enhance new digital experiences for mobile and desktop platforms.
- Collaborated with multiple ux teams with layouts, interactive mobile prototypes and user testing experiences, using a complex ADA accessible style guide system and patterns. Working for two different streams, *Finding Doctors and Locations* and *Coverage and Costs*, demonstrated an ability to understand an end user's perspective from user research, and provided design recommendations accordingly, creating task flows, navigation patterns, information architecture, user diagrams and journeys flows.

UX/UI/IXD DESIGNER / ART DIRECTOR

Cisco Systems® — 1st Movement, Inc. | Pasadena, CA Oct 2018 — June 2019

- Partnering with the Innovation Design Studio Team at 1st Movement, Inc., helped redesign Cisco's Network Academy microsite, including categories of innovation, experiences and partnership. Working closely with Creative Director using wireframes and journey site maps, helped design various user interfaces and interactive templates with modules for multiple professionals' stories and experiences pages. Created a working mobile interactive prototype.
- Working with the Creative Director and Strategy Team, helped design a native mobile and desktop interactive online survey case study for the Customer Research Portal for Cisco Systems®. Collaborating with the Interactive and Production teams, helped create a main homepage, administrators and employees profile login pages and 16+ experimental pages.

DIGITAL ART DIRECTOR / UX/UI DESIGNER

One & All — Advertising Agency | Pasadena, CA Nov 2014 — Sept 2018

- Worked closely with strategy team, creative directors and copy-writers to design, develop, test and deliver large fundraising promotional web campaigns, social media banner ad assets, multiple seasonal emails, optimization A/B testing and integrated microsities for multiple non-profit organizations and educational institutions. Worked on mobile first, agile environment and with a deadline-driven digital assignments for final products, through deployment.
- Lead and managed a small team of designers, programmers and producers to ensure multiple projects and digital assets were delivered effectively on-time and on-budget. Responsible for designing and creating UX/UI frameworks, wireframes, navigation sitemaps, style guides, prototypes and internal content for new websites, and donation platforms. Analytics team reported 70-80% of clients saw an increase of 250% in online traffic, and higher donation growth from 150-350% in comparison to previous year on all new websites.

SENIOR WEB/UI DESIGNER

Warner Bros Studios — Telepictures Productions | Burbank, CA Nov 2005 — Jun 2014

- Redesigned and maintained multiple brand new seasonal websites for Warner Bros Studios daytime television talk shows. Daytime talk shows included *Ellen DeGeneres*, *Extra*, *Bethenny*, *Anderson Cooper*, *TMZ*, *Dr. Drew's Lifechangers*, *The Tyra Banks Show*, plus *Telepictures Music*. Worked closely with web development and marketing teams to ensure technical and design implementation on several branded marketing web campaigns projects, sweepstakes and giveaways. Clients include: Samsung, Shutterfly, Universal Orlando Studios, QVC, Google, Hyundai, Embassy Suite Hotels, The Voice, L'Oreal, Skype, GMC, JCPenney, and others.
- Conceptualized desktop and mobile design elements for *Warner Bros Television*, *Ellen DeGeneres*, *Extra TV*, *TMZ* and others. Designed and maintained daily blog entry content, programming daily online giveaways, multiple web client-based integration projects, photo/video galleries, weekly newsletters, animated banner ads, and social media infographics.

