

CREATIVE DESIGN PROFESSIONAL

Talented graphic, web, and user interface designer offering expertise in driving marketing strategies and brand recognition through captivating, dynamic, creative, and intuitive visuals.

SUMMARY OF QUALIFICATIONS

Graphic Arts / Digital Design • Cross-functional Team Collaboration • Website Design • Multiple Projects Simultaneously • Responsive Design • UI / UX Design • Deadline-driven • Creative / Strategic Thinking

DESIGN EXPERTISE: Excellence at integrating typography, color balance, and design elements to create fresh, dynamic designs. Proven skill in balancing stimulating, visually appealing graphic designs with easy-to-navigate user experiences. Expertise in website design, infographics, social media marketing, email campaigns, white papers, mobile views, overviews, and advertisements.

TECHNICAL SKILLS: Adobe Create Suite: Photoshop, Illustrator, InDesign, Dreamweaver, and Adobe Acrobat. • Microsoft Word, Power Point, WordPress, InVision, and Sketch • Mac and PC • Fluent in HTML and CSS •

KEY STRENGTHS: Superb communicator and team player able to thrive in both corporate and dynamic, fast-paced start-up environments. Skilled in quickly mastering and using new systems, processes, and technologies.

CAREER HIGHLIGHTS

NUTMEG DESIGN, LLC • DIGITAL DESIGNER / CREATIVE DIRECTOR January 2005 – Present

Create compelling, brand enhancing web, digital design, and print solutions with flexibility to collaborate with diverse clientele from small businesses to global corporate entities. Reputation for meeting or exceeding project deadlines, budgets, and maximizing creativity, while remaining sensitive to client specifications and priorities.

Expertise in wide range of design platforms related to large websites, infographics, social media and email marketing, white papers, mobile views, concept designs, and advertisements. Possess versatility needed to work with clients from range of sectors, including technology, communications, entertainment, education, children, health, sports, and travel.

- Carved out profitable niche in competitive marketplace for start-up company through demonstrated design talent, impressive dependability, and outstanding customer service. Generate long- and short-term contractual business by word-of-mouth referrals.
- Grew portfolio to include major clientele on ongoing and long-term basis, such as AOL, NBC, K12, Celestyal Cruises, Lee Health, and XO Communications, as well as smaller, more agile clients, such as Mad Cool Fitness, Urban Boxing DC, and Wachs Strategies.
- Provided primary creative leadership and design responsibilities on NBC Universal editorial websites. Created look and feel of each web site, as well as working with UX / UI, responsive design views, and design specification documentation on other projects.
- Served as co-designer for new XO Communications digital marketing efforts, as well as overhauling of entire 75+ piece collateral portfolio.
- Leveraged highly successful earlier design work with AOL to establish long-term contractual relationship that included design of company's homepage AOL.com to maximize user experience and promotions that yielded \$300+ million in revenue and had 9 million daily visitors.

AMERICA ONLINE (AOL) • SENIOR DESIGNER February 2000 – November 2004

Led design direction of company's Welcome Screen having had 30 million unique views daily and comprised of up to 70 product screens per client build, each screen answered to 20+ stakeholders. Demonstrated skill in delivering design projects on-schedule, navigating extremely tight deadlines, and maintaining company's design consistency and brand requirements. Utilized state-of-the-art compression techniques, while maintaining design integrity. Interfaced extensively with developers.

- Recognized for outstanding performance by earning promotion from Channel Designer to Lead Designer on Welcome Screen Experience.
- Art directed team of segmentation experience designers for AOL 10.0.

JOHNS HOPKINS UNIVERSITY • DESIGNER, DESIGN AND PUBLICATIONS May 1996 – February 2000

Conceptualized and developed appropriate creative ideas for University's academic departments, programs, and centers. Projects included department brochures, fund raising campaigns, recruitment pieces, newsletters, annual reports, and promotional items.

- Designed 32-page booklet for, The [Michael] Bloomberg Challenge, one of the largest fundraising campaigns for the University.
- Cultivated productive relationships with outside resources printers, photographers, and illustrators.

EDUCATION

Bachelor of Fine Arts, **MARYLAND INSTITUTE COLLEGE OF ART.**

MAJOR CLIENTS AND KEY PROJECT ACHIEVEMENTS

CELESTYAL CRUISES (FORMERLY LOUIS CRUISES) • FREELANCE DESIGNER June 2010 – Present

Solely responsible for design of all marketing material in North American / Canadian region, including print advertising for national and regional travel magazines, email campaigns, and custom trip itineraries.

LEE HEALTH • FREELANCE DESIGNER September 2012 – Present

Provide ongoing digital video support to Digital Patient Experience initiative for largest healthcare system in Southwest Florida. Publish daily healthcare videos to multiple video-sharing platforms, create keywords, video tags, translate scripts into HTML for LeeHealth.org, update index files, and develop / document video archive.

TUI/TRAVELOPIA • FREELANCE DESIGNER August 2017 – December 2017

Delivered UX and design solutions for successful transition of Zegrahm Expeditions and International Expeditions websites to responsive design for mobile, tablet, and desktop. Provided UX for search filters and results, as well as blog filters and results. Developed and designed processes to upgrade website content areas and created new widgets. Worked closely with developers to ensure website build matched design vision.

XO COMMUNICATIONS • CONTRACT DESIGNER February 2014 – June 2017

One of leaders of IP and Ethernet networks for private data networking, cloud connectivity, and unified communications. One of two designers accountable for design and development of digital marketing and print communications for entire organization. Created infographics, service and feature overviews, white papers, and email marketing campaigns; overhauled entire 75+ piece XO collateral portfolio; XO.com website support.

NBC UNIVERSAL, DIGITAL NETWORKS • FREELANCE DESIGNER January 2008 – May 2015

Served as NBC's primary creative resource on editorial websites. Conceived / developed branding, design direction, font selection, hierarchy, color palettes, design styleguides, and built guidance for multiple websites. Ensured optimal compliance of aesthetics with visual expression of NBC Universal brand. Provided quality assurance review to ensure site build matched design vision.

- Facilitated successful integration of iVillage by collaborating with their team to update site design and transition Astrology.com and GardenWeb to responsive design and met NBC Universal's standards.
- Provided ongoing weekly design support for websites, including email marketing materials, social media marketing, promotions, contests, online newsletters, and photography selection and image editing.

NBC websites included: **StringWire** Oct '13 – May '15 • **Astrology.com** Aug '13 – Jan '15 • **GardenWeb** Mar '11 – Nov '14 •

Life Goes Strong May '09 – May '13 • **TravelSkoot** Apr '09 – Mar '10 • **DinnerTool** Feb '09 – Feb '12 • **Petside (US & UK)** Jan '08 – Feb '12

AOL • CONTRACT / FREELANCE DESIGNER May 2007- October 2015

One of few designers versed in AOL's proprietary technology; recruited to redesign Welcome Screen (WS) and transition to first client-based HTML WS. Scope of work expanded to AOL.com homepage, client design, concept design, as well as other projects and weekly design support.

- AOL.com Homepage – Supported marketing and sales efforts for AOL.com with focus on meeting business goals and promoting traffic to products on company's homepage which generated \$300+ million in revenue and attracted 9 million daily visitors.
 - Conceptualized design for homepage special promotions, new widget areas, sign-on screens, partner promotions, marketing mockups, holiday screens, and concept designs. Promoted advertisement on service by creating authentic screen mock-ups incorporating customized graphics & content for potential advertisers.
 - Collaborated with management to reinforce AOL's graphic standards and consistent corporate image.
 - Accountable for positive user experience and performance of these online areas through design efforts.
- Games.com – Provided design updates and UX modifications to transition site to responsive design. Conceptualized and developed appropriate creative ideas for marketing products, banner advertisements, gaming icons logo update, and email marketing.
- AOL (Classic Experience) Welcome Screen & Client – Provided design work for Welcome Screen, Splash screens, Settings dialog boxes, and client. Created FDO client icons, introduced first universal transparent button style to live across multiple skins, and developed third-tier rail design for client toolbar.

K12 • CONTRACT DESIGNER April 2007 – August 2012

Supported marketing department's efforts for leading online learning provider, K12, through design of marketing collateral, online ads, state standards curriculum booklets, promotional items, and other materials.

- Generated 40 to 80 monthly multi-state and regional advertisements. Each advertisement feature custom content, state-specific logos, phone numbers, emails, and met printer's specifications: size, color, output, and print deadline. Delivered all assets on schedule and under tight deadlines.