



OVERVIEW

I am a motivated and accomplished graphic designer and interactive creative.

My expertise in creating designs which satisfy aesthetic goals as well as usability requirements has helped deliver products to clients which give an exceptional user experience.

EXPERIENCE

Esurance (2010 to present) / Interactive Designer - Online insurance sales.

- Designed and produced interactive web experiences and online marketing campaigns.
- Ensured company standards were met on all deliverables, projects are on time.
- Researched and recommended technologies and guided interactive designs.

Train of Thought Marketing (2008 to 2010) / Interactive Director - Full service marketing firm with a specialty in e-learning targeted at sales training.

- Managed a team of 20, including multimedia production staff, motion graphics artists, 3D modelers, copywriters, print and interactive designers and developers, quality control.
- Interacted with clients, gathered requirements.
- Ensured company standards were met on all deliverables, projects were on time and within budget.
- Researched and recommended technologies and processes for individual projects.
- Reviewed project scope, estimate costs and time lines. Built project time lines and workflow in @task.
- Employee performance reviews and staffing.

Littleton Marketing and Advertising (2007 to 2008) / Interactive Director - Full service marketing firm specializing in serving the real estate industry.

- Guided production of interactive web experiences and online marketing campaigns.
- Ensured company standards were met on all deliverables, projects are on time and within budget.
- Researched and recommended technologies and guided interactive designs.
- Reviewed project scope, recommended staffing needs.

North Carolina State Government - DHHS (2006 to 2007) / Web Designer - Worked with technologies department which provided services within the Department of Health and Human Services.

- Redesign existing site incorporating W3 guidelines for Web Content Accessibility.
- Worked within constraint to use only CSS and HTML.
- Designed and enacted usability testing scenarios.

Synthesis Creative (2001-06) Principal / Creative Lead - Marketing and Design firm.

- Created interactive design products such as Web sites, Web-based applications, Intranet sites, and application interfaces.
- Designed Corporate identities and printed materials.
- Contributed to the overall strategic direction and vision of projects.
- Collaborated with project team and client to identify target audience and desired content, and to gather requirements for product structure, interactive elements and design.
- Developed and documented project architecture.
- Implemented design concepts in appropriate media.
- On designated projects, assumed project leader status and was responsible for all client contact, proposals, presentations and billing.

Fusion Studios (2000-01) / Graphic Designer - Marketing and Design firm.

- Designed and produced marketing communications in a wide range of media: web, environmental, print and interactive.
- Assisted in brand and identity development for clients.
- Managed projects and production.

NIX Design (2000) / Multimedia Designer - Marketing and Design firm.

- Designed and produced Web sites and animations.

TSI Soccer (1999-2000) Art Director (in charge of web)

- Designed, produced and maintained the TSI Soccer e-commerce Web site.
- Increased online sales 150% with a redesign of the online catalog and implementation of sales campaign ideas.

IBM (Tascor) (1995-99) Graphic Designer

- Designed and produced Intranet sites, print materials and photography for internal IBM communications.
- Produced individual Web sites and printed materials to conform to corporate design standards.

SKILL SETS

Proven experience in the following methods and techniques:

- Design of information architecture and navigation for Web sites and other interactive media
- Visual design and typography
- Communication in cross-functional teams
- Project Management
- Creating and documenting design concepts
- Refining and documenting design and functional specifications.

Dreamweaver, Flash, After Effects, Photoshop, Freehand, InDesign, QuarkXPress, Illustrator, Logic, Image Ready, MySQL, PHP, Apache, ActionScripting, JavaScript, CSS, HTML

EDUCATION

North Carolina State University (1987-92)
Bachelor of Graphic Design