

**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**Train of Thought Marketing (03/2008 to present) - Interactive Designer** - Marketing and Design firm.

- Managed a team of 20, including multimedia production staff, motion graphics artists, 3D modelers, copywriters, print and interactive designers and developers.
- Interacted with clients, gathering requirements and setting project scope and milestones.
- Ensured company standards were met on all deliverables, projects were on time and within budget.
- Researched and recommended technologies and processes for individual projects.
- Enacted usability testing scenarios.
- Built project time lines and workflow in project management software.
- Managed file version tracking software.
- Contracted and managed outside vendors.
- Oversaw employee performance reviews and managed staffing needs.

Littleton Marketing and Advertising (04/2007 to 03/2008) - Interactive Director - Marketing and Design firm.

- 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.
- Contracted and managed outside vendors.
- Reviewed project scope, recommended staffing needs.
- Enacted usability testing scenarios.

North Carolina State Government (08/2005 to 04/2007) - Web Designer - Department of Health and Human Services.

- Redesign existing site incorporating W3 guidelines for Web Content Accessibility.
- Interacted with multiple departments, gathering requirements and setting project scope and milestones.
- Designed and enacted usability testing scenarios.

Synthesis Creative (09/2001-08/2005) - 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.
- Was responsible for client contact, proposals, presentations and billing.

Fusion Studios (07/2000-09/2001) - 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 (03/1999-07/2001) - Multimedia Designer - Marketing and Design firm.

- Designed Web sites and animations.
- Assisted in brand and identity development for clients.
- Implemented design concepts in appropriate media.

TSI Soccer (01/1998-03/1999) - Web Art Director - Internal Marketing and Design department.

- 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) (01/1995-01/1998) - Graphic Designer - Internal Marketing and Design department.

- 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
Bachelor of Graphic Design