



## SUMMARY

**Experienced Digital Media Professional with a diverse background in creative visual communications for web, video and print. Proven project management, layout, and design. Combination of leadership, creativity, diplomacy and technical skills.**

- Created Mobile, Dynamic, Transactional, and CMS Website for AdoptBrite.com. UI/UX responsive design principles for cell phones. Mobile site increased customers and Fast download speeds rivaled their competitors.
- Lead and directed Penguin's branded content from conception to production - strengthening brand and customer appeal.
- Partnered with Director of Marketing and Senior Management to translate goals, objectives, and strategies for designs that were clear, compelling, visually exciting, engaging and easy to use.
- Designed using Creative Human Factoring from concept to production. Created interactive websites and games such as *Lucy B Parker*, *Frankly Frannie* and the *Not the New Me* that are more engaging than previous productions.
- Researched/problem solved, project managed and trained staff on a video program from the ground up, and put it into effect for Penguin Random House, producing over 200 videos and saving the company well over \$400k a year.

## EXPERIENCE

**CREATIVE CONSULTANT** New Canaan, CT 2015 to PRESENT

**CLIENTS: ADOPTBRITE, ALPHA SEARCH, REGINA PACIS, DUCCURA, ECUADANE, CHARTER, INTERACTIVE BROKERS**

**Web Designer / Developer / Project Manager**

- Created wireframes with responsive breakpoints, and flow charts, using UX/UI design principles.
- Followed interaction guidelines and style guides for mobile phones and devices.
- Designed dynamic responsive design full cycle from conception to final production derived from user research
- Designed with Photoshop, Illustrator, Sketch, Dreamweaver, Wordpress, Drupal, Sublime Text, InDesign, jQuery, HTML5, and CSS. Mobile designs increased audience.
- Created a custom built Content Management System. As a result the site opens quickly on mobile devices.
- Project managed site - online advertising paid per click PPC, SEO, promotions, social media SSM and email marketing.

**PENGUIN RANDOM HOUSE**, New York, New York 1998 to 2015

**Senior Designer/Director**

- Designed websites such as *Frankly Frannie* and *Ruled Britannia*. Created sitemaps, wireframes, flow charts, animation prototypes, high fidelity comps, and assets. Provided UX design research. Created prototypes using illustrator and photoshop. Implemented HTML and CSS tags. – more engaging than past productions.
- Created digital campaigns, collaborated on websites, UI/UX designs, motion banner ads, landing pages, HTML e-mails, flash actionscript ads, e-cards, e-blasts, and branding initiatives, - strengthening product brand and customer appeal.
- Created content and responsive designs in dreamweaver for Social Media, such as Facebook, and Twitter.
- Coordinated with Promotion Advertising and Marketing teams on over one hundred different branded imprints.
- Directed, filmed and edited yearly Employee Results Meeting video - kept meeting interest and increased attendance.
- Directed video shoots, edited video and filmed celebrity authors, such as Charlaine Harris, George Lopez, Joan Rivers, Al Roker, and Mookie Wilson. Joan Rivers was on the bestsellers list for our e-book video production.
- Designed printed material such as point of purchase displays, covers, advertisements, shelf talkers, posters, brochures, light boxes, sell sheets, flyers and other promotional materials for all branded imprints.
- Managed catalogs - designed templates, monthly and quarterly. Oversaw cover designers, copy, sales and editing departments. Catalogs achieved desired look quickly and effectively.
- Project managed outside vendors, press runs of four/five color printing, pms, foil stamping, and die cutting.
- Photographed myself and managed outside photographers for digital book shots, displays and content shots saving costs.
- Engineered three dimensional point of purchase displays designing them to fold flat, saving shipping and production costs.
- Leading Clients - Tom Clancy, Patricia Cornwell, Nick Hornby, Nora Roberts, Britney Spears, Charlaine Harris.



## EXPERIENCE Continued

**LILLY MILLER**, Portland, Oregon 1996 - 97

**Graphic Designer and Production Manager**

- Product design labels, boxes, bags, canisters, POP, brochures and catalogues - designed strong visual appeal
- Managed production with printers and warehouse staff • Created product mock-ups and organized product shots

**VOLT INFORMATION SCIENCES**, Syosset, New York 1992 to 1996

**Trainer**

- Produced a training manual for new employees.
- Trained new employees on main frame computer software.

**Graphic Designer**

- Designed ads for New York and New England Yellow Pages - promoted quickly for quick and effective ads

**OSWEGO COUNTY SCHOOLS**, Oswego County, New York 1989 to 1991

**Substitute Teacher** Public School Grades K-12

**SHERBURNE EARLVILLE CENTRAL SCHOOL** Sherburne, New York 1988 to 1989

**Art Teacher** Public School Grade K-3. 300 children per week - Leadership, lesson plans with attainable goals and objectives

## PROFESSIONAL COURSES

**Pratt University**: Advanced Flash, PHP, Bootstraps, Actionsript,

**Lynda.com**: Web Form Design Best Practices, UX Design Techniques

## EDUCATION

**State University of New York at Oswego** MA Degree, Magna Cum Laude

**State University of New York at New Paltz** BS Degree Art Education

**Mohawk Valley Community College** AS Degree Art/Advertising Design Management

## SKILLS

- Adobe Cloud • Photoshop • InDesign • InCopy • Illustrator • Dreamweaver • Sublime Text • 3D Software
- MS Office • Constant Contact • MailChimp
- HTML • CSS • Wordpress • Drupal • jQuery • Bootstrap • PHP • Actionsript • Javascript • SEO • PPC • SMM
- Flash Animation • Final Cut Pro • Motion • After Effects • Soundtrack Pro • Captivate • Snaptz Pro
- Sketch • Axure • Shopify • Interaction Design • Responsive Design
- The ability to listen to clients and respond quickly and effectively with feedback