

EXPERIENCE

UI/UX Designer – True Office Learning

July 2017 - Present | Compliance Software

Brainstorm, research, and propose new coding structures to be implemented in favor of increased work efficiency by 75%. Effectively guide and support the marketing team for an increase in sales by 22%. Take charge of assisting our offshore team in debugging issues and reduce turnaround time by 25%. Facilitate and successfully blend relevant insights across multiple teams for effective UI and UX improvements of our product.

Graphic Designer – New York Stock Exchange

July 2015 - June 2017 | Governance Services

Client-facing interactions for end-to-end projects— from setting project goals and objectives, to creating sitemaps, designing wireframes, building prototypes, designing the UI, and creating post-production assets for developers. Collaborating with the design team to improve the UI and UX of our products.

Marketing Designer – Everyday Health

October 2012 - June 2015 | Health & Wellness

Design integrated, user-centric content strategy solutions to create the most engaging content. Explore new ways to enrich, enhance, and engage customer experience while preserving brand aesthetics. Strategically optimize designs based on data analysis to drive stronger performance and conversion rates.

Graphic Web Designer & Front-end Web Developer – Freelancer

January 2007 - Present | Online Media

Strategize, ideate, create, execute, optimize, and manage end-to-end projects. Strategically delegate work to ensure the product is delivered on time and under budget with high quality standards. Respond professionally and effectively to resolve client complaints in a timely manner to ensure satisfaction.

Freelance Web Designer & Photo Editor – LittleMissMatched

June 2012 - July 2014 | Kids' Apparel

Freelance Graphic Designer – Bloomberg LP

January 2012 - January 2014 | Video Production

Freelance Marketing Designer – Gotham Photo Company

January 2012 - December 2012 | Real Estate

Graphic Designer & Front-end Web Developer – Team5

January 2009 - January 2012 | Software Engineer

TECHNICAL SKILLS

Design Software

Photoshop
Illustrator
InDesign
Sketch
Keynote
Powerpoint

Prototyping Tools

InVision
Axure

Development Tools

Visual Studios
Fork
JIRA
Git/GitHub
HTML/CSS
SCSS/SASS
Wordpress

Marketing Tools

Google Analytics
HubSpot
LiveBall
Responsys
ExactTarget
Act-On
Cvent
NetSuite

EDUCATION & CERTIFICATES

Google Analytics

StackSocial, 2019

Responsive HTML Email Programming

Noble Desktop, 2015

Graphic Design, BFA

Fashion Institute of Technology, 2009