

PROFESSIONAL SUMMARY

Extensive design experience in product, print, exhibit and web areas bring versatility with a user-centric orientation to my overall design process. I've designed in Agile and Lean environments.

This experience extends beyond the boundaries of design to incorporate business strategy, project & staff management. I've had a lot of high level interactions among client & stakeholders. This coupled with stellar communication facilitates design development and results in a well-performing final product.

As my colleagues and former supervisors will resonate, I am bright, work smart, hard and am a skilled communicator. I know when to make a point and when to let group dynamics hold sway.

SKILLS

Wire framing | Site maps | Mockups | User paths | Personas | Empathy Maps | Information Architecture
Journey Maps | Value Propositions | Prototypes | Branding | Web Front End | Visual Design | Pre-Press
Project Management | Department Management | Customer Experience

SOFTWARE

Creative Suite	InDesign, Illustrator, Photoshop, Dreamweaver, Flash, User Experience (UX)
UX	OmniGraffle, Axure, Balsamiq, Visio, Sketch, Invision, Adobe UX
CODE	Fluent in HTML5 & CSS3 JavaScript libraries, J-query
CMS	Ektron 8 Joomla 2.5 Wordpress
CAD	Rhino Cad 5 AutoCAD 12

WORK HISTORY

Capital Group Los Angeles, CA	Intranet Support Analyst 6/17-Present	Contract NAD Intranet - Sales Associates
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Capital Group handles \$1.5 trillion in assets internationally

- Updates to intranet website, gathering user input, stakeholders requests
- Designing new sections, input for new site

Madeline Garden Los Angeles, CA	CX/Web Design 12/16-5/17	Consultant http://in10years.us Bistro & Venues
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Madeline Garden offers dining experiences (brunch, lunch & dinner) & venues for events. Located in the Historic Green Street District of Pasadena, its ambiance evokes an old-world charm in a romantic setting.

- Redesigned website, coordinating social media, marketing campaigns, staff training materials.
- Responsible for the entire information architecture & modifying the designs with HTML5 & CSS3.
- Site built on WordPress, is responsive with restaurant theme & Ninja Forms Plugin to update easily.

Public Storage Los Angeles, CA	UX UI designer 11/15-7/16	Contract admin site "WebChamp2"
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Webchamp is the intranet site used by Property & District Managers to manage Public Storage facilities. It handles a very complex rule set for renting space & managing vacancies, delinquent accounts & various discounts. This project transitioned to Agile & allowed more communication with Developers.

- Daily interaction with Business Analysts & stakeholders to gather requirements.
- Produced information architecture including wireframe & process flows.
- Developed several hi-level management screens & workflows.
- Omnigraffle used for fully annotated wire frames & process flows.
- Interactive prototypes produced with Flinto.

Rhubarb Studios **UX UI designer** **Freelance**
Los Angeles, CA **1/15- 11/15** **Websites & mobile apps for startup companies**

Rhubarb studios is a tech incubator that helps startup companies get to Minimum Viable Product (MVP) and get funding.
Here are some of the startups that I worked with.

Leapfrog Systems SaaS for smart water irrigation www.flinto.com/p/66372929

Leapfrog developed an interactive hardware to reduce irrigation waste. The project developed a mobile app to interact & program this appliance

- Developed MVP & UX – Personas, Empathy Maps, Wireframes, Prototypes, Value Proposition, Feature/Requirements
- Whiteboard for Personas, Empathy Maps, InDesign for screens & Flinto prototypes

Rovr Pilot project alternatives to having cars in town <http://8t8nrm.axshare.com/main.html>

The ROVR project developed an app to rent personal electric vehicles in a metro area.

- Developed MVP & UX – Personas, Empathy Maps, Wireframes, Prototypes, Value Proposition, Feature/Requirements
- Whiteboard for Personas, Empathy Maps, InDesign for screens & Axure for prototypes

Hedgerow Studio **Web designer UX** **Freelance** [http:// hedgerowstudio.com](http://hedgerowstudio.com)
Pasadena, CA **9/2004- 11/15** **Custom Designed Patio Umbrellas**

Hedgerow makes patio umbrellas for a high-end market. The website allows a user to choose fabric colors & patterns to custom build their own umbrella.

- Designed, developed front end, database, Information architecture, UX, Visual Design HTML CSS, JavaScript snippets & JQuery for several generations of their site.
- Dreamweaver & BBEdit used for HTML5 CSS3

SRF Publishers **Web designer UI** **Full time** <https://www.yogananda-srf.org>
Los Angeles, CA **10/95- 5/15** **Non profit organization promoting meditation**

Self-Realization Fellowship is a non-profit organization promoting meditation. It has an in-house publishing center that publishes books, magazine, & audio video products in over 30 languages.

Held several positions over time.

- Designed & developed the front end of 3 generations of websites including catalogs, mockups, wireframes, sitemaps, mobile versions, & digital products.
- Led design input for team including Marketing, Editorial, & IT.
- Developed Information Architecture, Design, HTML, CSS & art direction for websites.
- Designed & developed front end, UX, Visual Design for Ektron CMS site, digital publications using HTML, CSS, & jQuery.
- Prior to initiating a Web presence, led the Design Group for SRF's Publishing Center
- Transitioned in-house printing from traditional film to computer-to-plate, developed color correction & e-pub workflows.

Web Development **11/09- 5/2015** **Dreamweaver & Ektron CMS**

- Led design input for team including Marketing, Production, & IT.
- Developed mockups, wireframes, sitemaps, mobile versions, & digital products.

Web Designer **5/98 -11/09** **Dreamweaver**

- Designed & developed 3 generations of Web sites including catalogs.

Design Lead **9/96 - 5/98** **Quark Express & InDesign, Photoshop**

- Designed for print, package.
- Production included color correction, re-touching, & scanning.
- Developed imposition & pre-flight procedures.

Graphic Designer **10/95 - 9/96** **Quark Express & Photoshop**

- Designed advertising, books, calendars, packaging for cassettes, & CD's. Handled layout & specs for film output.

Westwood College **Adjunct Instructor** **Part time**
Los Angeles, CA **5/01-9/06**

Teaching at Westwood in the evenings helped me develop mentoring skills that were invaluable to coach junior staff at SRF.

Courses Taught: Introduction to Design, Portfolio Presentation, Graphic Design, Business Practices, Digital Illustration, Packaging Design, Advertising Campaign Concepts, Web Design

EDUCATION

Pratt Institute **Brooklyn, NY** **Bachelor Industrial Design**
Master of Industrial Design

PURSUIITS

General Assembly **Los Angeles, CA** **Certificate UX design**

Commercial pilot license, instrument rated | Swing Dance & Tai Chi