

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

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

WORK HISTORY

Capital Group **Ux/UI Designer** **Contract** **nad.capgroup.com**
Los Angeles, CA **6/17-6/18** **Intranet - Adobe Experience Manager**

Capital Group handles \$1.7 trillion in investment assets internationally. The North American Distribution Group (NAD) maintains an intranet to make the PDF & PPT resources available to it's associates and sales force.

- Migrated HTML/CSS Table based site to Adobe Experience Manager, integrating the eCatalog for PPT files
- Page design, Mock-ups, Content Inventory, Information Architecture as well as project management
- Developed user insights in Adobe Analytics
- Developed style sheets, document standards and process for maintaining site

Madeline Garden **CX/Web Design** **Consultant** **http://in10years.us**
Los Angeles, CA **12/16-5/17** **Website & social media**

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 **UX UI designer** **Contract**
Los Angeles, CA **11/15-7/16** **SAAS admin site "WebChamp2"**

Webchamp is the is SAAS 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**

Rhubarb studios was a tech incubator for startup companies get to Minimum Viable Product (MVP) & funding.

Rhubarb Studios continued

Here are some of the startups that I worked with.

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

Leapfrog developed 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 Mobile app to rent personal electric vehicles <http://8t8nrm.axshare.com/main.html>

The ROVR was a pilot project 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 screen design
- Axure for interactive prototypes

Hedgerow Studio **Web designer UX** **Freelance** <http://hedgerowstudio.com>
Pasadena, CA **9/2004- 11/15** **Website**

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** **Websites, Design Department Lead**

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.
- 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