

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
Pattern Libraries | Project Management | Department Management | Customer Experience

SOFTWARE

Adobe Experience Manager, Analytics, UX, Dreamweaver, InDesign, Illustrator, Photoshop, Flash
UX OmniGraffle, Axure, Balsamiq, Visio, Sketch, Invision, Flinto, Adobe UX, Adobe Analytics
CODE Fluent in HTML5 & CSS3 | JavaScript libraries, J-query | Atomic
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.

WORK HISTORY

Rhubarb Studios
Los Angeles, CA

Ux/UI designer
1/15- 11/15

Freelance
Websites & mobile apps

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

Web designer Ux
9/2004- 11/15

Freelance <http://hedgerowstudio.com>
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
Los Angeles, CA

Web designer Ui
10/95- 5/15

Full time <https://www.yogananda-srf.org>
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, 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, workflows for color correction & e-pub.

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
Los Angeles, CA

Adjunct Instructor
5/01-9/06

Part time

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

General Assembly

Los Angeles, CA

Certificate UX design

PURSUIITS

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