

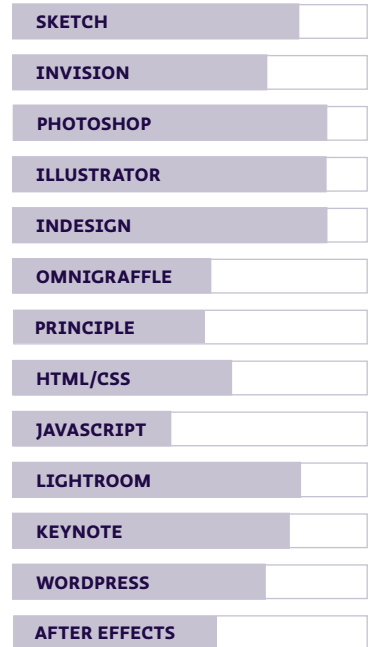
UX SKILLS

Visual/UX designer with experience in card sorting, competitive analysis, high and low fidelity prototyping, interviews, personas, sitemaps, sketching, user flows, storyboards and wireframes and heuristic evaluation.

EXPERIENCE

- 2014-2017 **CDM NY // Visual/UX Designer:**
Design digital web, desktop, tablet, responsive and mobile experiences with a user-centered focus. Develop storyboards, animation mock-ups, and UI elements for VR experiences. Review user research, heuristics and usability standards. Formulate and validate hypothesis through peer testing. Produce high and low fidelity clickable prototypes to test interactions. Present creative materials and design solutions to clients and internal stakeholders. Create stylesheets, and function specifications, infographics, landing pages, and pitch materials. Partner with photographers, retouchers, CGI modelers, animators/editors, audio engineers to deliver engaging products and experiences.
- 2013-2014 **Grey Group // Visual/UX Designer:**
Create wireframes , storyboard animations for Cialis web banners and digital iReps.
- Sudler & Hennessy // Art Director:**
Design marketing & HCP collateral, landing pages, ads, brochures for Prevnar
- Cohens Optical // Art Director:**
Design print ads, collateral, landing pages, emails, signage, and social media pages
- Maude // Art Director:**
Key art, email and social media marketing, digital banners, OOH, collateral, pitch decks, premiums for TruTV, Ovation, TVGN, MTV & Newtown Alliance
- Saatchi & Saatchi Health // Art Director:**
Collateral, style guides, digital & mobile for Nexium
- 2012-2013 **HAVAS Lynx // Art Director:**
Digital and mobile design, storyboards, and pitch decks for Rapaflo, Xforge and Belviq
- G2 // Art Director:**
Branding, packaging, and presentation for du Maurier, Kent, Players brands
- SapientNitro // Art Director:**
Digital design for Bausch and Lomb Update wireframes
- 2008-2012 **Serino Coyne // Art Director:**
Digital banners, FOH, key art, branding for Broadway
- HBO GO/MAX GO // Retoucher:**
Create and retouch stage images for HBO/MAX GO
- HBO Creative Services // Senior Designer:**
Ads, OOH, collateral, web and video assets, B2B marketing and retouching
- National Cinemedia // Art Director:**
Design display graphics, microsities, ads, and mailers
- The Lab // Senior Designer:**
Ads, packaging, retouching for Cadillac, LVH, Kate Spade and Black Rock
- Euro RSCG Life Chelsea // Freelance Art Director:**
Print, digital design, MS Surface design for Dimebon, Voltaren Gel and Krystexxa
- NBC/MSNBC // Art Director:**
Ads, OOH, and promotional materials for news content and special programming
- Sci Fi Channel // Senior Designer:**
Press kits, ads, digital, and presentations
- MRM Worldwide // Senior Designer:**
Direct mail and collateral for Verizon
- In Style Magazine // Art Director:**
E-mail blasts, advertorials, presentations

SOFTWARE SKILLS



EDUCATION

- Pennsylvania State University**
BFA
- Parsons School Of Design**
MFA
- General Assembly**
User Experience Design Program
- School of Visual Arts**
Continuing Education

AFFILIATIONS

- AIGA**
- Freelancers Union**
- Art Directors Club**
- Advertising Professionals**
- Museum of Modern Art**

SOCIAL

