

PROFILE

I am an Interactive Art Director / Designer with a passion for everything UX, interactive, web and mobile. Exploring how people interact with information, problem solving, ideation, user-focused design and creating exceptional user experiences are what drive me. I thrive in a collaborative environment and have an entrepreneurial spirit.

EXPERIENCE

Art Director / Senior UX Designer, Bagi Design, 2000 to present

For 16 years, I've served as Interactive Design Director for Access Media Group LLC, Ceatus Media Group LLC and their media properties, including AllAboutVision.com.

My responsibilities included website design, user interface design, interactive content, social media content, infographics and illustrations. I also created wireframes, prototypes, and final artwork and specifications, which I then handed off to front-end developers. I also produced collateral material for trade shows, direct mail and corporate branding.

I was a contributing partner in the creation and launch of AllAboutVision.com (AAV), which grew from an unknown startup in 2000 to the largest consumer information website about vision care and eyewear. In 2016, AAV served more than 50 million unique visitors and was sold to Essilor, the world's leading ophthalmic lens company.

Expertise and Capabilities:

- Interactive art direction and design
- Collaborated with publishers, editorial teams and business stakeholders to achieve business requirements and goals
- UX/UI Design based on target audience needs and goals of the organization
- Wireframes, low fidelity comps and high-fidelity prototypes
- Design and creation of interactive content
- Social media graphics and digital marketing campaigns
- Digital animation
- Illustration and infographics
- Brand identity and guidelines
- Testing across devices for consistent experiences
- Manage contractors and collaborate with developers

Senior Designer, Performance Development Group, 2015

Create illustrations, animations and infographics based on e-Learning/e-Training modules. Manage projects and work with development team to create Instructor Led Training and Web-Based Training courseware.

Partner/Design Director, Beacon Advertising & Design, Inc., 1994 to 2000

Founding partner of Beacon Advertising & Design creating successful campaigns for such clients as: First USA Bank, Southwest Airlines, Cahners Publishing, Certainteed, and Access Media Group. Specialized in both print and website design, as well as interactive Flash media.

Graphic Designer, Shamlian Creative, 1991 to 1993

Design and production of printed materials for a variety of clients. Corporate ID, typography, photo retouching, etc.

EDUCATION

Art Institute of Philadelphia, Visual Communications

The Team W – UX Design Certificate

TECHNICAL SKILLS

Adobe Photoshop, Illustrator, InDesign, Animate, After Effects, Sketch, Hype, Flinto, InVision, MS Office.