



## Discover

### Story

Having a decade of experience in the industry, I clarify myself as a Strategic Visual Designer, an intermix of UX/UI with an emphasis on visual design. At my core resides an understanding of how to bridge the gap of business needs and user goals, as well as to create user-friendly web experiences that adhere to brand guidelines. It is this business-to-user alignment, combined with impactful visuals, that adds value to projects cultivated for the digital space.

## Define

### Current Aspiration

To secure a full-time Visual Designer / UX position client-side or agency where I can grow and utilize my education, skills and experience. People define me as: Analytical, creative, organized and solution focused.

## Design

### Recent Projects

- **iamHeart**, Tucson, AZ: 2015 — 2016 (Brand Analysis, UX / Visual Design)  
Assignment: Website redesign for an educational institute dealing with human wellness.  
  
Process + Results: Interviewed founders, stakeholders & users, conducted competitive audit, established personas, tasks & user flows paralleled by visuals elements. By guiding & educating the institute on understanding “who” their audience is and how implementing user needs & goals into the new experience was mission critical to success as well as defining brand positioning. All vital to garnering a larger wellness market.
- **GDVSource**, Cinnaminson, NJ: 2014 — 2015 (Brand Analysis, UX / Visual Design, Front-End)  
Assignment: Re-brand, strategy and visuals / “user-centered” website for an energy measurement company.  
  
Process + Results: Conducted business analysis, executing brand applications & identity, user research, user testing, content strategy, wireframes, high-fidelity and front-end coding. Prioritized the new site with training, products and community, helping to up-level the companies value for future investors which is the final goal.
- **Kevin Clarke**, Payrac, France: 04/2013 — 01/2014 (Responsive Website)  
Assignment: Designed + Developed a responsive website for international artist.  
  
Process + Results: Designed and programmed a modular fluid grid landing page as well as a CMS site for desktop, tablet and mobile. The new platform helped garner a greater global target audience for the client.
- **The Arts Student League**, New York, NY: 04/2012 — 01/2013 (UX, UI, CMS Website)  
Assignment: Redesigned print publication “LINEA” into an online experience.  
  
Process + Results: Researched students, faculty and instructors needs to implement them from print to web. Defined with wireframing, site architecture and mock-ups. Designed and coded platform for deployment. The end result was a streamlined, modern, functional site which the league could update daily and get real-time global interaction with their readers, inevitably saving time and money.  
  
**Additional Clients 2004 — 2011:** TBWA/Chiat/Day, West Point Military Academy, Bill Smith Group, 7th Art, UFO Records, Multi Media Exposure, Ingenious Group, SmoothJazz.com, TAG Creative NYC

## Develop

### Education

- Visual Design for Web & Mobile: Noble Desktop, New York, NY: 2015
- UX / User Experience extensive Design Program: General Assembly, New York, NY: 2014
- Mobile and Responsive Web Design: Noble Desktop, New York, NY: 2013
- Continuing Education: A myriad of courses in Branding, School of Visual Arts, New York, NY: 2008 — 2011
- BFA in Graphic Design, School of Visual Arts, New York, NY: 2004

## Deploy

### Skill Set

- **Branding:** Brief, Mood Board, Value Proposition, Competitive Audit, Identity & Application Design, Guidelines
- **UX:** Research, Persona Creation, MVP, Content Strategy, Wireframing, Testing, IA, User Flows, UI & Visual Design
- **Web:** HTML, CSS, Javascript, jQuery, Wordpress, Bootstrap Framework (Responsive Grid)
- **Tools:** Pencil & Paper, OmniGraffle, Sketch, InVision, Axure, Photoshop, Illustrator, Sublime Text, MAMP