

Objective:

Obtain a management position within the financial industry and lead a team of designers in conceptualizing and producing web and flash applications. Direct brand strategy projects and production for online media.

Summary:

- Experienced designer with documented success
- Management and project leadership experience
- Expert production with web design & flash applications
- Innovative leader directing usability and design

Experience:

Senior Designer Flash/Web
LendingTree, GetSmart, RealEstate.com

January 2006 - Present
Charlotte, NC

Lead design creation, development, and production of graphical user interfaces for web pages, and flash applications. Established scripting abilities include ActionScript, HTML, and CSS in addition to Flash, Photoshop, Dreamweaver, Fireworks, and Illustrator software expertise. Confirmed increases in site conversion due to web and advertisement creation and production. Manage and direct designers emphasizing brand oriented design and scripting quality assurance.

Highlights:

- 42% VMM increase for Portal Placement Flash Banner AD (MSN.com)
- 32% VMM increase for Landing page design direction
- Directed special task force to innovate streaming content capabilities

Design/Marketing Consultant
Various Clientele

November 2000 - Present
Various Locations

Worked with various businesses to develop brand marketing and advertising strategies. Developed logos, promotional pieces and marketing materials. Coordinated advertising design and direction.

Clients Include:

Support Surfaces, CareTec Inc., Dynamic Sports Performance, NYST Teachers Association

Marketing and Design Manager
Snug Seat Inc. R82 (Denmark)

August 2001 - January 2006
Charlotte, NC

Director of all advertising, marketing, photography, design, CD ROM, and web development for Snug Seat Inc. (R82). Worked with senior staff to supply nationwide team of sales representatives with various marketing materials. Led team of 3 designers to create brand strategy and company websites.

Highlights:

- Created new brand design directed at high end users
- Responsible for the complete redesign of company websites
- Led marketing and design effort of company product catalog

Lead Graphic Designer
The Saratogian JRC

January - August 2001
Saratoga Springs, NY

Held a position in the advertising department, which gave me a working knowledge of pre-press, color separation, deadline management, and the ability to work with customers to develop an optimal advertising campaign for their business.

Highlights:

- Awarded best design of the year for an advertising supplement
- Promoted to lead designer by exceeding expectations set for the position

Education:

Rochester Institute of Technology (RIT)
Bachelor Fine Arts (BFA)
Associates Applied Sciences (AAS)

1996 - 2000
Digital Illustration
Graphic Design