



With over 11 years of digital and branding experience, I enjoy solving complex problems, strive for efficiency by utilizing the latest technologies and use my passion and self-motivation to deliver consistent and successful results.

EDUCATION

ACADEMY OF ART UNIVERSITY

BFA - Computer Arts - New Media
MFA - Photography

PHOTOGRAPHY AWARDS

XEROX PHOTOGRAPHY CONTEST

First Place

INTERNATIONAL PHOTOGRAPHY

AWARDS™

2017 Honorable Mention
2016 Honorable Mention
2015 Honorable Mention
2013 Honorable Mention
2006 Honorable Mention

SKILLS

DESIGN

Ideation • Visual Design • UI • UX
Design • UX Research • Product
Design • Prototyping

UX METHODS

Contextual Inquiries
Surveys • Interviews
Affinity Wall • Card Sorting
Personas • Storyboarding
Information Architecture
Competitive Analysis
Usability testing

TOOLS

Adobe Suite • Sketch • InVision
Leica Q • Sticky Notes • Whiteboard

CODING

Front-end Development
HTML5 • CSS • Bootstrap
JavaScript • jQuery • XML

INTERESTS

Photography • Motion Graphic
Jewelry Making • Acrylic Painting

EXPERIENCE

Architectural Dimensions | Marketing Creative Director | September 2017 – Present

Responsible for creative direction and brand strategy for Architectural Dimensions in the renewables space. Direct and develop brand expression and assets for implementation in all aspects of the business, both online and offline. Completely branded the new company starting with vision, mission and core messaging to logo and brand identity to website and online experience to campaigns and collateral. Drive design direction on brand development, web and digital presents and event identities, video development. Manage small internal creative team and outside vendors. Drive consistent brand expression through the development of guidelines, assets and templates as well as regularly interfacing with marketers and creative vendors.

Amare Wear | Founder | Aug 2016 – Present

Lead all product design, creative design, brand design, marketing and manage, plan, and run tradeshow and craft events. Oversee a team of outsourced resources.

Cyrle | Head of UI/UX/Creative | Nov 2015 – Nov 2016

Conceptualized, designed, presented key deliverables to executive stakeholders, founding and development teams. Worked with the CEO, right from inception, to develop the overall design, brand strategy, creative strategy and product vision to bring the ideas to life. Developed the brand and designed the mobile app - concept to prototype to managing development design quality. Created wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas and help manage development.

Google Inc (Adecco) | Interactive Designer/ Art Director | May 2014 – July 2016

Incubated the video creative effort and was the team lead and expert from concept to final delivery of high quality video ads. Work involved conceptualization, creative art direction, design problem solving and innovation. Mobile web UX/UI design. Leverage wide range of technologies such as AdWords, DoubleClickStudio, YouTube, Google Display Network. Responsible for creation of multi-million dollars digital advertisement campaigns for Google's Fortune 500 clients.

Oracle | Responsys, Senior Web UI/UX Designer | March 2012 – May 2014

Worked closely with creative service team, agency, and engineering team to ensure high fidelity translation of designs to web. Lead strategic planning, development, and design of responsive corporate site and microsites. Develop user centric design sessions (including A/B tests), wireframes, high/low-fidelity mockups, prototypes, usability testing, heuristic evaluation, UI, mobile design, and visual design.

Lyris Inc., Art Director, Emeryville, CA (February 2009 – November 2011)

Lyris existed as five different companies located in Canada and the United States. These five companies had different brands and voices. Lyris needed the creative team to pull it all together under one single look, feel and voice. This challenge was met successfully that same year and helped launch LyrisHQ: the email marketing company's all-in-one product. The new brand helped sell LyrisHQ globally and beat sales projections quarter after quarter for the next two years.

Squares Media, Freelance Art Director / UI/UX/IxD Design(2006 – Present)

Clients and projects:

- **Thredup.** Video creation for social media advertisements.
- **M+Y Steel.** Developed an international brand strategy while overseeing a team to deliver photography, packaging, print, web design, digital campaign and marketing materials.
- **Zoosk.** Concepted and designed infographics for company's monthly press releases.
- **Stanford University School of Medicine.** Produced & upgraded 350+ websites to the newest technology.
- **FACS Field Automated Communication System.** Owned product/UI/UX design and collaborated with product and engineering for front-end development. Worked in agile environment..
- **CleanBottle.** Designed print advertisement, T-shirts, and email campaigns.
- **Cleantech Group LLC.** Design all digital campaign and print advertisements.
- **ISL Consulting.** Art direct Chevron toy cars product shots, flash game for kids, redesigned NewsTrust.net and overhauled GreenMadeSimple.com's branding with new logo, web design and marketing presentations.