
Summary

With more than fifteen years of web, mobile, print, user interface design, coding and advertising experience, I bring a rich collection of industry knowledge to the digital table. My versatility allows me to execute on many facets of the web design process and understand in depth the needs of those departments involved. Along with a solid understanding of both technical and visual aspects of web design, I also possess a background in illustration and animation.

Design & Development

Creative Director

TEN: The Enthusiast Network March 2006 – March 2016

Oversaw creative execution of mobile and website redesigns, sales/marketing campaigns, product features, and event microsites across all twenty-five action sports & entertainment properties. Helped the company grow from a startup to the leading provider of Outdoor and Lifestyle content, reaching more than 45+ million unique users every month.

- Served as the principle creative resource in communicating brand vision and guidelines across 25 online action/outdoor properties.
- Produced a wide range of assets including, but not limited to web and mobile user interfaces, email graphics, infographics, powerpoint presentations, logos, icons and ad units.
- Collaborated with multiple departments including product managers, developers, sales, and editorial departments to create, design, and deliver impactful creative solutions.
- Worked closely with product and marketing teams to translate wireframe concepts into high-quality designs.
- Developed functional prototypes to address use cases and unforeseen UI improvements.
- Conducted design reviews during the QA process and provided developers with detailed feedback.
- Oversaw creative for high profile event sites including Nike, Oakley, GoPro and Mountain Dew.
- Hired and managed in-house as well as outsourced design talent.
- Spearheaded the introduction of technologies such as responsive/adaptive design and parallax scrolling articles to create visually compelling experiences for all consumer touch points.

Highlights

- Awarded 6 design patents for creating an innovative user interface on TheBubble.com. U.S. Patents: #D665420, #D665421, #D665422, #D654928, #D654929, #D654930.
- Untangled the complex process of bug tracking, issue tracking, and project management by designing and developing the company's first web-based project tracking system.
- Streamlined company asset sharing experience by helping to create an online logo library consisting of 60 brands that can be accessed throughout the company.
- Standardized and designed multiple sites including: DewTour 2016, BikeMag.com, GrindTV.com, Fuel.TV, CanoeKayak.com, LineOfTheWinter.com, PacificPaddleGames.com, LowersPro.com, OakleyProJunior.com, SurfShopChallenge.com, and BaseballAmerica.com.

Design & Development (cont)

Visual Designer

Yahoo! Inc. March 2002 – March 2006

Responsible for maintaining and supporting the design and user experience of key Yahoo! products such as LAUNCHcast, Artist Pages and the Yahoo Music Engine.

- Designed and developed interactive prototypes for pre-production projects.
- Managed and oversaw outsourced design help.
- Had a hand in interviewing candidates for UI and design roles.
- Participated in user testing sessions that directly impacted product designs.

Design Intern

LAUNCH Media March 2000 – March 2002

Created design solutions for a variety of products including syndicated radio and video players, newsletters, custom artist pages and ad units for sales campaigns.

- Delivered compelling sales collateral to clients like: Target, SBC, Jack Daniels, Toyota, Hebrew National and more.
- Designed custom pages for promoting upcoming Artists.
- Built and created e-mail newsletter templates.
- Created a new position in the company for myself by using my knowledge in 3D Design to deliver and custom assets between two teams who have never worked together.

Skills & Qualifications

Core Competencies

- Solid understanding of best practices for mobile device with knowledge of current web trends.
- Experience in conceptualizing a design that can be implemented across multiple mediums.
- Works with multiple departments' unique needs and balancing priorities without guidance.
- Exceptional organizational behavior which gives me the ability to manage multiple projects.
- Resourceful and can adapt quickly to any environment and develop a streamlined workflow.
- Ensures personal and team momentum using humor, creativity, and energy.

Beyond the Dayjob

- Conceptualized/designed/developed cat themed dummy copy generator site CatIpsum.com.
- Conceptualized/designed/developed corporate themed dummy copy generator site OfficeIpsum.com.
- Created/designed/developed/illustrated/wrote personal webcomic site LifeLooselyBased.com.
- Experimental site randomly pairing original quotes with original imagery - MediocreMoments.com

Education

Honors Graduate from The Art Institute of Los Angeles
Santa Monica, CA
Associate of Science Degree in Animation