



Education

USER EXPERIENCE DESIGN

General Assembly
Certificate of Completion
April 2020 – July 2020

BFA ADVERTISING DESIGN

Savannah College of Art and Design
August 2014

Skills

- Art direction
- Concepting
- Brand development
- Graphic design
- Simple animation
- UI/UX
- Project management
- Video
- Signage
- Team & agency management
- Presentations

Technology

- Figma
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Microsoft
 - (Word and PowerPoint)
- Google Office Suite
 - (Docs and Presentations)
- Trello
- Sharepoint
- Generative AI

Summary

Multi-disciplinary designer with 9 years of experience focused on delivering high-impact marketing campaigns and user experiences. With a focus on customer-centric design I am passionate about creating engaging D2C and B2B customer experiences and solving problems through research, prototyping, and user interaction. I love helping brands discover new and creative ways to express the value of their products and services through integrated campaigns that leverage traditional, digital, and mobile marketing platforms.

Work Experience

Principal Digital Designer (Associate Creative Director), Boston Scientific

January 2021 - present (Bristol, RI)

I leverage my omni-channel experience and UX/UI experience to push the creative envelope in developing marketing campaigns for Boston Scientific while staying within BSC brand guidelines.

- Develop the creative strategy for key projects and initiatives in partnership with marketing communications specialists and content strategists.
- Provide input into creative briefs working collaboratively across digital marketing.
- Provide visual design services across multiple platforms and channels, including: print, video, digital and display advertising, web design, social, tradeshow, and creative concepting.
- Manage Junior and Senior designer as well as direct agencies/resources for creative projects.
- Work on high priority campaigns that help to build and enhance the Boston Scientific brand with customers, employees, and the community.
- Drive UX/UI within the division while partnering with corporate design team.
- Ensure consistency of brand and creative across digital customer touch points.

UX/UI Designer, ValueActs. July 2020 - January 2021 (Bristol, RI)

User experience design, visual design, and information architecture for a mobile and browser based application. Lead all marketing creative strategy, design direction, and development as part of a small startup team.

Visual Designer, CabinetM. September 2014 – present (Boston, MA)

Work on a variety of projects that has included user interface and experience design, information architecture, and graphic design (infographics).

Art Director, SKDK Nickerbocker. July 2019 – October 2019 (Boston, MA)

Promotional email campaign design and development, video creation, and social media brand guideline development, concepting and art direction, for Gillette and Gillette Joy.

Art Director, Havas Edge. October 2016 – February 2018 (Boston, MA)

Art direction and visual design for CenturyLink's direct mail and email campaigns. Also responsible for concepting and developing new campaigns for CenturyLink Simple and CenturyLink Network Build Out. Additionally, pitched and assisted in securing new clients including Mutual of Omaha and The Hartford.

Jr. Art Director, Publicis. November 2014 – August 2016 (New York, NY)

Designed, developed, and pitched multi-channel promotional campaigns comprised of television, print, social media, display, and mobile advertising. Clients included Tampax, Oral-B, Coffee-Mate, Secret.