



- Designed and coded front-end (HTML, CSS, JQuery) of database-driven price-comparison web application. Populated MySQL database.
- Recruited and organized cohort of alpha test users; collected feedback and iterated product development.

**Viridian City Media**

**Principal**

**Mar 2003 – present**

- Designed original logos, corporate identities, book covers and interiors, flyers, marketing sites, e-commerce sites, blogs, web applications, and iPhone content. Incorporated JQuery, PHP, and MySQL. Utilized assorted CMS platforms. Created digital illustrations and Flash animations.
- Prototyped user interfaces for web-based software tools and smartphone apps. Consulted on information architecture and user experience. Integrated usability test data into approach. Evaluated content and wrote copy for improved SEO.
- Worked solo, in collaboration, and directed small teams; clients ranged from sole proprietors to Fortune 100 companies.

**ING Direct / ShareBuilder**

**Senior Designer / Art Director**

**Feb 2006 – Oct 2008**

- Developed and maintained a unified, relevant, and unique identity for Small Business/401K division materials while evoking the ShareBuilder brand. Translated marketing objectives into creative strategies.
- Directed all creative projects from initial concept through final production. Estimated project timelines and scheduled deliverables. Communicated effectively with development, marketing, and product management representatives.
- Trained, directed, and evaluated junior designers in all aspects of design and production, and mentored skill and career development. Hired and managed staff and freelance resources.
- Designed and produced comprehensive marketing sites, including information architecture and user experience. Concepted and created original illustrations and animations. Designed print marketing collateral and trade show displays.
- Collaborated with internal clients to develop concise and directed marketing copy; provided detailed editing and proofreading for all marketing materials.
- Researched and documented standards for design and code across current browsers, platforms, and email clients. Studied best practices for lead conversion and incorporated learning into new designs, contributing to increased product sales. Initiated adoption of technology improvements such as tracking analysis and site search.

**Trusted Media Networks**

**Senior Designer**

**Jul 2003 – Jun 2004**

- Provided all web and print design needs for software start-up, including trade show collateral, company web site, and interactive technology demos.
- Improved usability of Windows-based software client with detailed evaluation and feedback.

**The Cobalt Group**

**Senior Designer / Art Director**

**Mar 1999 – Nov 2000**

- Managed teams of up to eight people to create extensive Flash-based training sites and demos, including studio sound recording and original illustrations, animations, and music.
- Mentored junior designers in all aspects of design, code, and production. Hired and managed freelance resources.
- Directed design and production of web sites for major automaker clients. Led department-wide implementation of web site template product for dealerships.
- Handled project estimates, client consultations, team scheduling, and design deliverables. Coded HTML, CSS, JavaScript, and ActionScript.