

SKILLS

Design

Sketch
Lunacy
Adobe Photoshop
Adobe XD
Adobe Illustrator
Adobe InDesign
Wireframe Design
Prototyping

Coding

HTML
CSS (SCSS/.LESS)
JavaScript
PHP

Other

Marketing
Business Strategy
Communication Skills
Presentation Skills
Photography
Writing

EDUCATION

DePaul University
Masters, Information Systems

DePaul University
Bachelors, Business Administration

EXPERIENCE

Senior Art Director, FCB

August 2013 to February 2019, Chicago, IL

- Increased customer engagement for TRP Parts in their digital properties by creating enhanced user flows and a focused content strategy.
- Created a new modular email template system for State Farm with redefined content guidelines.
- Streamlined and improved email communications for CADM by utilizing wireframes and modular thinking.
- Managed a creative team where I guided and mentored junior-level employees in conjunction with the Creative Director.
- Designed and produced digital and print marketing tactics for clients such as PACCAR Parts, Volkswagen, Cox, and Biogen.

Art Director, FCB

February 2006 to August 2013, Chicago, IL

- Designed and developed emails, banner ads, and website assets for Mars Inc, USPS, PACCAR Parts, and KFC.
- Concepted and produced new digital marketing initiatives for Motorola, State Farm, Baxter, and Qwest Communications.
- Acted as a digital specialist for the creative team, training print-centric coworkers and management in web and digital development.
- Managed all interactive media design and creation for PACCAR Parts.

UX Designer and Web Developer, Contract

Chicago, IL

- Used questionnaires, an improved information architecture, and wireframes to redesign a website for model/MUHA Amanda Neff, increasing her bookings and interest.
- Concepted a new layout and improved the user experience for the food blog Culinaria by surveying visitors as well as creating user personas.
- Reduced bounce on the music website D-Jam.com by utilizing questionnaires of visitors and industry colleagues as well as a streamlined design.