



skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe XD
Bootstrap 3
Google Analytics
Google Adwords
Git
Figma
HTML5/CSS3
Mailchimp
Microsoft Office
Wordpress

education

Kean University/RBSD
BFA, Visual Communications in Advertising
2005 - 2009

certifications

Google UX Designer Certification Course
Udemy: Learning Bootstrap 3
Udemy: The Complete Google Adwords Course

experience

05/22 - present | UX Designer

Johnson Controls - Milwaukee, WI (Headquarters)

- Designing and prototyping of wireframes for development of Johnson Controls' Performance Verification Tool
- Collaborate with other designers, researchers, and business partners to identify customer needs and design customer-focused solutions

10/20 - present | Front-End Web Developer

NJPLIGA - Basking Ridge, NJ

- Build out of new NJPLIGA website with Bootstrap 3, PHP and Javascript, & conversion to Wordpress

08/19 - 10/20 | Senior Digital Designer

Resource Advantage - Fairfield, NJ

- Layout and creation of collateral and trade show graphics
- Conceptualize logos for new brands
- Build out wireframes and prototypes for clients' websites
- Design, develop and maintain websites created in Wordpress
- Creation of digital assets for social media including LinkedIn, Facebook, and Instagram

10/17 - 07/19 | Senior Graphic / UX Designer

Asembia - Florham Park, NJ

- Creation of sales press, marketing tools, etc.
- Brand development and support for internal and external creative and business teams
- Website design and development from concept to fruition
- Wireframing and prototyping of prescriber portals for several medication brands
- Support and develop website UI and establish a consistent creative strategy for ad venues
- Worked to enhance brand recognition and developed Powerpoint presentations
- Compliance with the provisions of the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations, as amended ("HIPAA")

06/17 - 10/17 | Digital Designer

Gary's Wine & Markerplace - Wayne, NJ

- Developed responsive email templates for Mail Chimp and their internal CMS Wine Fetch
- Utilized A/B testing to decipher customers' response to desktop against mobile email versions

04/16 - 04/17 | Front-End Web Designer / Developer

Hotels at Home - Fairfield, NJ

- Designed over 150 monthly email campaigns for Starwood and Marriott hotel brands through the use of Campaign Monitor and Bronto while utilizing brand guidelines
- Provided monthly changes to automated website banners promoting discounts on products, through ASP.NET
- Updated homepage content to Marriott and Starwood brand websites via HTML/CSS/Javascript
- Enhanced studio photography and composited images for use on product pages

08/13 - 06/15 | Web Developer / SEM Coordinator

NJ Monthly / NJ Bride Magazine - Morristown, NJ

- Provided support for legacy and newly developed NJM and NJB websites within Wordpress through the use of Photoshop, Illustrator, HTML and CSS
- Increased monthly subscribers with weekly email blasts for 3 different newsletters, including creation of vendors' banners for advertising of services and events in Mailchimp
- Lead of Google Adwords, writing copy and assigning budgets for 10 different ad campaigns
- Created and implemented hundreds of vendor banner ads through Google DoubleClick for Publishers