



skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe XD
Bootstrap 3
Google Analytics
Google Adwords
Git
Jira
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 and Connected Workflows application
 - Creation of Airflow Balancing module that allows Airflow Balancers to easily measure using a simplified workflow
 - 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 while sticking to ADA standards.
 - Build out of modernized Sharepoint company website to keep employees informed of news and events.
- 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 & Marketplace - 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