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Skills

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

Education

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

Certifications

Google UX Designer Certification Course
Udemy: Learning Bootstrap 3
Udemy: Complete Google Adwords Course
Udemy: Figma UI UX Design Fundamentals

Experience

10/20 -
Present

Front-End Web Developer (Freelance)

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.
- Collaborated with the development team in Jira to track projects and update progress of stories

05/22 -
10/23

UX Designer (Full-Time)

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
- Collaborated with the development team and project managers in Jira to track projects and update progress of stories

08/19 -
10/20

Senior Digital Designer (Full-Time)

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 (Full-Time)

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
- 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 (Full-Time)

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 (Full-Time)

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 (Full-Time)

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