

A high-impact print, web, and UI/UX designer, who consistently delivers quality, professional work in a fast-paced environment.

Successfully developed corporate identities, product UI/UX design, prototyping and wireframing, brand guidelines, design systems, and marketing collateral for several multi-national audiences. Also able to manage entire web projects, from concept through development, by assessing and creating a strategic customer experience revolving around UI/UX best practices, while elevating brand design, and focusing on conversions, KPIs, and goals. A self-starter and team player who enjoys working with others, able to manage multiple projects, prioritize tight deadlines, and design from concept to final product.

SKILLS AND QUALIFICATIONS

PROGRAMS	Adobe Photoshop, Illustrator, InDesign, AcrobatPro, Adobe XD, Figma, Microsoft Office, Google Suite, QuarkXpress
WEB DESIGN	HTML, CSS, wireframing, websites, landing pages, e-mail templates, webinars, user interfaces (UI/UX), and applications
PRINT DESIGN	Trade show booths, banners, booklets, brochures, stationery, calendars, data sheets, white papers, signage and more
MARKETING	B2B, B2C, inbound, outbound, product, partner channel, campaigns, strategy, and more
WEB PLATFORMS	HubSpot CMS, WordPress, Slack, TeamWork, Zoom, Bugherd, Lucky Orange, PandaDoc, Trello, Screaming Frog
PRINTING	Press operations, manufacturing procedures, CMYK and PMS color theory, and pre-flight/pre-press file preparation
PHOTOGRAPHY	Digital photography including wedding, and senior photos, photo editing, manipulation, restoration and coloration
ART / DESIGN	Layout & logo design, brand identity, drawing and digital illustrations, custom icons/graphics, and typography

PROFESSIONAL EXPERIENCE

Infinity Illustrations, LLC | Colorado

Art Director and Owner _____ 2001 - Present

Personal business providing several design services for local, national, as well as government clients.

For over twenty years, I have provided creative services and support, including graphic and web design, consulting, photography and illustrations. This includes graphics and presentation work for government entities (Dept. of Defense, Dept. of Interior, Library of Congress, etc.), design work including logos, branding, print designs, as well as consulting on websites, design guidance and support, and event photography including weddings, engagements, senior photos, and more.

Revenue River | Golden, CO

Creative Director _____ July 2017 - March 2021

Lead Designer _____ July 2015 - July 2017

Revenue River was a digital marketing & sales innovation agency, that helps companies solve complex problems and beat their competition.

I developed and maintained the company brand and integrity, as well as managed, designed, and implemented strategic websites for dozens of clients, from start to finish. I utilized smart goals and KPIs, personas, customer experience, information architecture, website analysis, analytics, SEO, UI/UX best practices, and modern approaches to generate award-winning high-performing websites. I also provided strategic branding and web asset creation for marketing clients. Additionally, I helped build and mentor a team of 4 designers and consulted on several major projects for large enterprises.

- Collaborated with several teams to create a highly successful, fully virtual online event during the height of 2020.
- Designed a website in less than three weeks, that created a 1200% increase in foot traffic for a large cannabis retailer.
- Website redesign that produced a 250% increase in lead generation, and a 450% increase in demo requests.
- Established web UI/UX guidelines, procedures, best practices, quality assurance checklists, and audits for design and development teams.
- Worked with several tools including Google Analytics, Lucky Orange (heat maps/click maps/customer interactions), Screaming Frog (SEO), etc. to help audit websites, and their site architecture and analytics, to determine improvements, strategies, and goals.
- Collaborated with dev teams to assist in design and technical specs and handoff, quality control, and training.
- My team and I won several design, strategy, marketing, and implementation awards for projects and websites.
- Efficient in wireframing concepts and developing hi-fidelity pixel-perfect designs.

Trueffect | Westminster, CO

User Interface Style Expert _____ February 2015 - May 2015

Trueffect has a first-party ad-serving marketing platform that provides clients with campaign management and analytics for online advertising.

Worked closely with UX, Product, and Engineering teams to design and manage the new product style and user interface, including the visual asset library, guidelines, call-outs, standards, and start-to-finish processes. This included high levels of detail, organization, and proficiency.

- Created and maintained the over arching style that defined the look and feel of the newly emerging product.
- Worked with the product team to create clear processes and distinctions between structure and style, and provided expertise and feedback to create a solid UX/UI framework that could be utilized throughout the product's lifecycle.
- Created and maintained a published style guide and set of canonical standards that can be consumed across multiple projects.
- Established a visual asset library, including all UI assets, icons, and standard controls in a highly organized and efficient manner to allow for easy access and usability.
- Worked with quality assurance and development teams to ensure accurate reproduction of style, addressing issues and standards, to produced a clean and accurate representation of the new product.

Flatirons Solutions / Infotrust Group | Boulder, CO

Corporate Marketing Specialist _____ August 2010 - June 2014

An international consulting, technology, and outsourcing firm for customers in government, aerospace, publishing, automotive, and healthcare.

Managed and designed all corporate visuals, brand identity, templates, websites, signage, and collateral. Provided Word and PowerPoint graphics and support for customer-facing presentations and proposals. Created and implemented marketing campaigns, webinars, advertisements, and events, assisted sales and product teams with professional and clean graphics/icons, mock-ups, and interface designs, as well as provided technical support, customer service, and training.

- Designed, organized, and provided training and support for all corporate assets, including Word and PowerPoint templates, graphics, and icons resulting in clean and professional customer-facing presentations and proposals.
- Created online and print advertisements, posters, trade show booths/banners, white papers, and sales sheets promoting multiple products and campaigns to support sales and product team initiatives.
- Launched multiple websites supporting different corporate strategies, industries, and products for national and international audiences.
- Worked with HTML, CSS, UI/UX interfaces, mock-ups, wireframes, icons, and graphics for websites, mobile and web applications, environments, and platforms that aligned to brand guidelines and improved overall look and usability.
- Designed and implemented multiple webinars, e-mail campaigns, and website landing pages promoting events, products, and marketing collateral with a global outreach to multiple industries.

EDUCATION

Bachelors in Science / Communications in Graphic Design

- Fitchburg State University, Fitchburg, MA
Focus on Computer Graphic Design, English Literature and Earth Sciences

Web Design Certification

- Boulder Digital Arts, Boulder, CO

HubSpot Academy

- Growth Driven Web Design Certification