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## Summary

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**Creative and adaptable designer with over 10 years of experience in UI/UX design & development, multimedia design, brand development, focusing on simple, effective visual design and clear communication**

## Experience

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### **GoBag Brand Designer / Visual Designer** (Freelance) | 2017 | [gobagpro.com](http://gobagpro.com)

Used brand development, marketing design, and enticing visuals to aid in landing large accounts such as Six Flags, Caesar's Entertainment, and Great Wolf Resorts. Increased orders and profits 2-fold in mere months.

Increased sales outside of larger distribution clients through website design and development.

### **Adicio Inc. UI Designer** | 2011-2017 | [adicio.com](http://adicio.com)

Transformed enterprise application to responsive design, using SASS, incorporating frameworks, speeding up prototypes and build time while lightening the code base and creating a modern visual design and cohesive experience from desktop to mobile, with greater usability for the end user.

Designed a successful real-time monitoring application for an overseas client to monitor, edit, or delete posts due to inappropriate content.

Redesigned and re-branded corporate site and flagship job board, and took on many roles as a visual communicator, in creating modern visual design and writing copy with input from the business end, to create a more simplified message alongside the new design.

Created a custom SEO landing page generator, enabling clients to easily build content pages where custom copy, videos, feeds, and images could be arranged via a simple UI, to publish landing pages related to job categories, location, etc., increasing overall traffic to client sites resulting in increased numbers of users.

Directly responsible for wire frames, detailed mock-ups, interactive prototypes, and front-end build out for multiple enterprise platforms in addition to client-facing tools, updating UI and enhancing the digital experience, creating a more refined product for clients and end users.

## **Sightly** UI Designer (Freelance) | 2015 | [sightly.com](http://sightly.com)

Conceptualized new flows and designs to enhance the experience for a Client Campaign Management application for targeted video ad campaigns increasing usability and tracking for clients.

Brand development, collaborating with Marketing Director on creative visual designs and ad campaigns targeting new clients.

## **H2Odysey** Designer / Web Developer (Freelance) | 2009 - Present | [h2odysey.com](http://h2odysey.com)

As a Visual designer, maintained brand integrity across web and print, producing intriguing graphics and branding for catalogs, product packaging, trade shows and marketing while juggling multiple projects and hitting deadlines with solid designs.

## **I Drive Safely** Multimedia Designer | 2009 - 2011 | [idrivesafely.com](http://idrivesafely.com)

Designed and developed a series of interactive, multimedia training courses which were brand new to the company, creating a new stream of revenue and generating new clients.

Designed video and motion graphics to enhance courses, adding engaging elements resulting in courses that were much more enjoyable for users and enticing to clients.

Brand development, refined and designed modern ad campaigns increasing conversion rates.

Coordinated, designed, and built with teams of Instructional Designers, Content Developers, Animators, Videographers, Effects Artists, and Actionscript Developers under tight deadlines.

## **Proficiencies**

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**Visual Design | UI UX Principles | Responsive Design | Prototyping**

**Agile Processes | HTML5 | SASS | Adobe CC | Photoshop | Illustrator**

**Experience with: PHP & JS Frameworks | Node | Angular**

## **Education**

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Platt College, San Diego CA | **Bachelor of Science** | Web Development, Video Production

Platt College, San Diego CA | **Associate of Applied Science** | Graphic Design

Palomar College, San Marcos CA | **Associate of Arts**

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