

I'm a multidisciplinary UI/UX designer and art director specializing in e-commerce websites, marketing, branding, and print design. I am a team player but I am equally able to work on my own initiative.

EXPERIENCE *References and salary history available upon request*

UI Consultant • FREELANCE • 03/2016 - Current • Irvine, CA

UI design and art direction for e-commerce websites and online marketing campaigns. Develop wireframes and prototypes. Continually seeking out new trends and technology in UI/UX.

UX Design Manager • TARGUS GROUP • 09/2011 - 02/2014 • Anaheim, CA

Responsible for managing web and mobile projects to preserve the brand and enforce UX best practices. Managed user group for A/B testing. Managed and art directed photoshoots and video productions for Targus online products.

Creative Manager/Art Director of E-commerce • GUESS INC • 03/2010 - 07/2011 • Los Angeles, CA

Responsible for the creative direction and UX design for all of GUESS e-commerce websites. In addition, responsibilities included art direction of photoshoots for online marketing campaigns, lookbooks, and merchandise. Managed designers, retouchers, studio manager, and outside contractors.

UI Designer/IA Consultant • NOT THAT, THIS • 02/2007 - 08/2009 • Los Angeles, CA

Worked on various UI design and IA projects for client websites, software, mobile, 10 foot UI, usability testing and Windows Netbook Deck. Collaborated ideas on social networking websites and apps. Clients: Knowledge Adventures, ABC, Symantec, EA Sports, Real Networks, TV Guide, ICTV, Film.com.

Art Director Consultant • KGB STUDIOS • 10/2006 - 04/2007 • Los Angeles, CA

Managed overall direction of creative materials from websites to print projects. Responsible for client meetings and lead the design team. Clients: RealTalk, LA Dept of Cultural Affairs, American Apparels.

UX Designer • HELIO INC • 05/2006 - 10/2006 • Los Angeles, CA

Designed and prepared graphic assets for all of Helio handset devices. Other responsibilities included style guides and product design for device accessories.

Web Design Manager • GUESS INC • 09/2004 - 05/2006 • Los Angeles, CA

Designed marketing campaigns, weekly HTML emails, and collaborated with developers for the overall site aesthetics and performance. Managed and set creative direction for the web design team.

Art Director • PUNCH MEDIA GROUP/KX-GEN.COM • 01/2003 - 09/2004 • Los Angeles, CA

Sr. Graphic Designer • KGB STUDIOS • 06/1999 - 12/2002 • Los Angeles, CA

SKILLS & QUALIFICATIONS

Website, Mobile & App UX/UI Design, Product Design, 10 foot UI Design, Information Architecture, Art Direction, Project Management, Style Guide Design, User Experience Strategy & Planning.

Tools: Photoshop, ImageReady, Illustrator, Fireworks, Dreamweaver, InDesign, Flash, XD, OmniGraffle Pro, HTML, CSS, Wordpress, Shopify, MS Word, MS Excel, Basecamp, Trello & Asana.

EDUCATION

B.S. Degree in Graphic Design + Multimedia
WOODBURY UNIVERSITY- School of Design & Architecture • Burbank, CA

Additional Studies in Fashion Marketing

GPA 4.0 • Dean's List