

## EDUCATION

- 12/10 **VALENCIA COLLEGE** Orlando, FL
- Associate of Science - Graphic Design 2010
  - Associate of Science - Web Development 2010
  - Spotlight Student for 2011 Inctrl Conference Orlando
  - Official Selection for 2009 & 2010 Student Exhibition
  - VCC 2010 Element Production-Ready Award
  - President's List 2008
  - Dean's List 2009

## EXPERIENCE

- 07/13 - Present **TRANSIT LABS** Washington, DC
- Creative Director**
- Transit data analytics and visualization startup, providing software as a service to public transportation.
- Designed corporate identity/branding, styleguide, messaging, taglines, visual imagery, and culture
  - Created initial concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specifications
  - Synthesized and compiled findings to inform user experience strategy
  - Executed personas, user scenarios, sitemaps, storyboards, task flows, user experience specs, user interface design patterns, wireframes, high-fidelity mockups, and clickable prototypes
  - Managed the technical execution of developers and testers to ensure the functional product reflected all specifications
  - Contributed to an agile development methodology for the product
  - Led the creation and design of marketing materials, branding, trade-show graphics, environmental design, photography, presentation boards/books, illustrations, and multimedia presentations
  - Collaborated with Marketing/Communication Managers to design and create collateral material and digital media for promoting the product
  - Maintained consistent style and design quality in accordance with readership, editorial and advertising goals
  - Located printing sources and performed prepress, quality control and press inspections on all printed materials
  - Interviewed and hired quality designers within the DMV area
  - Oversaw daily operations and prioritizing tasks for the design team while ensuring a smooth and efficient workflow

06/08 – 02/13 **FREELANCE**

remote

## Full Stack Creative

Self-owned and operated creative studio.

- Created project scopes for small business owners ranging from website design, marketing collateral, to complete branding and identity overhauls
- Managed the design and prepress standards of all digital files from clients
- Created identity systems for clients that paired with style guidelines and used as a framework to ensure the corporate image is cohesive and consistent
- Conceptualized and executed design, resolving projects to client's satisfaction, accurate billing and payment collection, and assistance in the printing process
- Experienced in working directly with clients and multitasking multiple projects from concept to production while working under intense deadlines

07/12 – 02/13 **CASUAL CORP**

New York, NY

## Creative Director

Venture studio assisting corporate entrepreneurs discover, validate, and build new businesses.

- Designed corporate identity/branding for the company and for each product the company created
- Designed templates and created brand standards for marketing materials
- Developed an ideation process to ensure a minimum viable product could be executed within 1 month
- Developed front-end design and functionality for all products
- Taught our user experience and interface design methodology within a fellowship program and worked individually with fellows

02/11 – 06/12 **REVOLVER NEW YORK**

New York, NY

## Art Director

Full service creative agency specializing in lifestyle marketing, brand development, and product design.

- Designed and produced advertisements for magazines, newspapers, print ads, and annual reports
- Coordinated with show decorators all fabrication that needed to be produced on-site; ensured that all design and color standards were consistent throughout the trade show event itself
- Conducted pitches and meetings with clients to demonstrate project ideation, process, creation, and execution
- Created, managed, and maintained all marketing design, preflight and prepress standards
- Directed small teams of designers, who simultaneously worked on multiple projects across various disciplines
- Designed and developed content management system websites, user interface skins, icons, and graphic elements

## INTERNSHIPS

- |               |  |             |
|---------------|--|-------------|
| 03/10 – 11/10 | <b>LOOK MARKETING</b><br>Design Intern   | Orlando, FL |
|               | <ul style="list-style-type: none"><li>• (20 Hours per week while attending Valencia College full-time)</li></ul> |             |
| 02/09 – 07/09 | <b>LURE DESIGN</b><br>Production Intern  | Orlando, FL |
|               | <ul style="list-style-type: none"><li>• (5 Hours per week while attending Valencia College full-time)</li></ul>  |             |

## SKILLS & TOOLS

- HTML 5, CSS 3, SASS, Basic JQuery/Javascript, Basic Git, Basic php, Basic Ruby
- Photoshop, Illustrator, Indesign, Sketch, Sublime text, Codekit, MAMP
- Ideation, Sketching, Whiteboarding, Prototyping, Presentations, Direction, Execution
- Agile Development Methods, Scrum / Stand-ups, Remote-working

## CLIENTS

- Microsoft
- Mercedes Benz
- MOCA
- Mission Athletecare
- Court Grip
- Foot Locker
- The Avant Garde Diaries
- Morgans Hotel Group
- Kimpton Hotel Group
- Tao Group

## ORGANIZATIONS & AFFILIATIONS

- AIGA
- Dribbble
- Behance
- Forrst by Zurb
- Graphic Design Stack Exchange