

SUMMARY

► Creative People Leader

A leader in the creative industry, focusing on customer experience (CX), collaborating to help teams and departments concentrate on contributing the most value to the customer. I have implemented and managed many varieties of web, digital, print, media, and other design projects. Utilizing strategic data, analytics, and user experience studies to enhance the understanding of customers and producing well-thought-out creative, integrated with solid back-end functionality. I am a globally experienced professional with strengths in leadership, design, and technical skills necessary to be a benefit to any type of organization.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator)
- Web and Print Design
- User Centered Design (UCD)
- User Experience (UX)
- User Interface (UI)
- Web Analytics
- Web Code (HTML, CSS, Javascript)
- CMS (Wordpress, custom)
- SEO / SEM
- AEM
- MS Office (Word, Excel, PowerPoint, Outlook)
- PC and Mac OS
- Project Management
- Change Management
- B2B and B2C

PROFESSIONAL EXPERIENCE

- **Professional Volunteer and Freelance Consulting** - Twin Lakes, WI 12/2019-Present
Various volunteer and freelance consulting opportunities with local organizations and churches.
- **Uline Shipping Supplies** - Pleasant Prairie, WI 05/2018-12/2019
Associate Director, Web Design Manager
Co-Direct web design team of 17 Web Designers, Web Developers, UI/UX Designers, and Web Merchandising Specialists within the Creative department. Work directly with owner and VP of Creative to update visuals and front-end code for all homepages, class, group, item, and mobile web pages. Manage the web design strategic planning and employee engagement. Art direct and manage the process for all web design creation and approvals.
 - Managed the process to transfer the mobile website from a third-party company to our internal web servers.
 - Restructured the web design workflows and processes with timelines and due dates to decrease turnaround times by half.
 - Oversaw the process to implement copy on product pages to display the Uline benefits, thus decreasing bounce rate and increasing conversion by nearly 10%.
 - Implemented a workflow template to help in the project management of all current and future projects.

EDUCATION

- **Master of Business Administration (MBA)**, Kaplan University - Ft. Lauderdale, FL
- **Bachelor of Science (BS)**, Psychology, Northwestern State University Louisiana, Natchitoches, LA
- **Associate of Applied Science (AAS)**, Multimedia and Web Development, Art Institute of Dallas, Dallas, TX

ADDITIONAL RELEVANT EXPERIENCE

- ▶ **Comcast Spotlight** - Englewood, CO 2012-2018
Manager, Interactive Media/Graphic Design
Managed digital advertising creative team of 6 Interactive Designers, Graphic Designers, and Interactive Coordinators in advertising branch. Worked closely with sales department to execute digital creative and print projects such as IBV (in banner videos), iTV, online banners, print materials, and web pages for large variety of clients.
 - Decreased creative turnaround time from 5 days to 2 days through use of new processes and request systems in collaboration with IT and Engineering departments.
 - Increased monthly digital advertisement creation from 75 to 100 to over 1,300 ads per month, contributing to growing increase in digital revenue from \$17MM in 2013 to over \$26MM in 2017.
 - Staffed Interactive Media and Graphic Design team for department from ground up, hiring qualified design-candidates within 3 months.
 - Received 2015 GEM award for customer service.

- ▶ **RealPrompt** - Louisville, KY 2008-2012
Director, Online Creative
Directed 2 departments, online design and IT teams. Managed company websites, print materials, webinars, and created and edited training videos, and maintained company network. Oversaw creation and implementation of all internal and external software applications created by contractors and vendors.
 - Increased company websites from few hundred visitors to over 10K weekly visitors by employing SEO and SEM strategies.
 - Increased visitors to website and contact channels, augmenting online sales in 2010 by over 48% and in 2011 by 35%.
 - Implemented steps, increasing SEO, making websites top searches on Google, Yahoo, and other sites.

- ▶ **General Electric (GE)** - Louisville, KY 2005-2008
Web Design Information Architect
Collaborated with other team members on regular basis to produce effective media to help enhance company. Designed professional web pages and e-Commerce websites, interactive designs, and print material for promoting GE businesses and partners. Created interactive campaigns, including sweepstakes, banners, and presentations. Worked closely with offshore international development team.
 - Performed as lead designer for team that redesigned 2008/2009 geappliances.com e-commerce website, applying heavy user-experience studies and testing and creating wireframes, mockups, design elements, animations, and HTML files.
 - Led interactive designs on 2006 Winter Olympic Games and 2008 Summer Olympic Games promotional websites and sweepstakes online games, designing mockups and final layouts, and coding all Flash ActionScript and animations.
 - Co-designed 2008 monogram.com's informational website, utilizing user-experience testing, wireframes, mockups, and Flash animations.
 - Managed internal and external newsletters for various GE businesses, creating all layout designs, copy editing, and HTML, informing internal employees and external customers about GE products and/or services.

ADDITIONAL RELEVANT EXPERIENCE

- ▶ **Zale Corporation** - Irving, TX 1999-2005
Senior Web Graphic Designer
Created effective, user-friendly catalogs, flyers, and inserts for use in print and web. Photographed and retouched jewelry for multiple websites and printed materials. Designed several promotional media to promote Zales.com e-Commerce website.
 - Senior designer, bringing Zales.com e-Commerce website into top-50 retail websites for 2003 and 2004.
 - Optimized all images on Zales.com website, increasing download speed by 46%.
 - Created all Zales, Gordons, Bailey Banks & Biddle, Peoples, and Mappins email campaigns.
 - Led design in redesign and launch of Zales, Zale Corporation, and Bailey Banks & Biddle e-Commerce websites.
 - Lead designer in creating Gordon's Jewelers, Peoples Jewelers, Mappins, Piercing Pagoda, and Zales Outlet landing pages/microsites.

- ▶ **HealthMates International** - Grand Prairie, TX 1998-1999
Media/Graphic Designer
Organized and managed informational and multimedia projects. Led creation of all graphic design work, website creation, video production, presentations, network administration, and computer system setup. Increased Internet productivity by close to 300%.

- ▶ **Kelly Temporary Services** - Arlington, TX 1995-1998
Contractor for computer applications and design
Contracted at GTE, Pepsi Cola, Kraft, Aetna Life Insurance, and few smaller companies. Worked on several different projects, such as print design, presentation creation, database development, mainframe macros, and data entry.