



I'm a Leader, a Usable Experience Crafter, a Mentor, a Creative Thinker, an Interactive Designer, a Complex Problem Solver, a Brainstormer, an Art Director and I can speak Front End Development from the experience of actually doing it. I'm Lean and Agile. And I've been making beautiful things and experiences now for close to fifteen years.

# Empathetically Designing.

For 15 years

Toptal Freelance **Creative Director / UX Designer** Working with and managing a list of faithful clients built upon reputation of solid work. Projects range from print advertising and marketing to Interactive experiences.

Exadel **UX / Creative Director** - Lead the Creative, UX ( Product ) and Marketing Teams, informed and executed UX & UI solutions for anything from Mobile Applications to Enterprise Solutions. Both my teams supported sales and new business efforts as well. We ensured our ideas were executed according to our vision by working collaboratively with Development Teams. During my time at Exadel, I pushed to envelope the Front End Team into the Creative Department, merging teams and processes that facilitated each other, improving our speed and capability.

Motive **Senior Interactive Art Director** - At Motive I was the lead on all Digital-Interactive projects, but also the lead on Gatorade and Van's Foods Accounts. In addition, I lead various projects, spanning advertising mediums including Mtn Dew, Pepsi, Amp, Goodness Knows, Native Eyewear and SoBe. Conceptual thinking / Ideation was also a vast amount of daily workload at Motive. I ensured all digital and Interactive projects were addressed in proper UX and IA fashion, building prototypes, plotting architectures and User Journeys and implementing modern best practices in Product and Web design to ensure usability.

Proof Advertising **Senior Interactive Art Director** - At Proof I worked as a specialist within the Agency, focused on UX and Interactive work. Working directly with the Interactive Creative Director, I lead projects and campaigns for clients such as 3M, San Antonio CVB, Huawei and was involved in everything from conceptual thinking to pitch work. Here I also oversaw proper UX, IA design and architectures, using Prototyping, Personas, User Testing and other proper UX Process means to ensure a good experience for the Users.

Heyo ( Lujure ) **Creative Director** - Heyo was a small startup offering a huge product - a do it yourself platform to build Facebook Fan pages. Working closely with the CEO and actual customers, I evolved the brand identity and voice into a modern, social feeling company. As Creative Director my responsibilities included building out the Creative Team - seeking, interviewing and hiring candidates for the company's Creative Department.

Virginia Tech **Adjunct Faculty** - As an adjunct faculty of the School of the Visual Arts, I taught Web Design to Junior and Senior Design students. We covered topics such as Information Architecture, User Experience and Usability, Interaction Design and specific nuances of designing for the web. The class was structured in a way to resemble how a project would flow and behave in an agency setting.

Modea **Interactive Designer** - During my time at Modea I filled several roles. I began as a mentor and trainer to younger designers, helping them with their knowledge and efficiencies in workflow and software. I also served in a management position where I oversaw a small team of designers while continuing to mentor their design and workflow habits and finally gravitated towards an Interactive UX Designer role. Within this role I worked on numerous projects spanning from website design and architecture to video spots and shorts - clients, such as Chiquita, Verizon, T-Mobile, Graco, Levolor, Advance Auto Parts, Mizuno, Lenox, and many more.. I served frequently as both UX Designer and Art Director, overseeing projects from start to finish. Beyond these roles I always worked as a collaborator and team player, ensuring the best quality of the project at hand.

There's more.. but it doesn't fit.

## Education

Savannah College of Art and Design 2010 - **Masters of Arts in Interactive Design.**

Virginia Tech 2003 - **Bachelor of Fine Arts** with a concentration in Graphic Design and emphasis on multimedia.



WillWork2Create