



## PROFILE

I am a graphic artist and UI/UX designer in Phoenix, Arizona. I specialize in creating products and experiences people love to use. I take a holistic design approach with every project utilizing creative problem-solving and empathetic understanding. I am competent in all aspects of the design process, from initial conceptualization through implementation and delivery.

## SKILLS

Wireframing & Prototyping  
 UX Research  
 UX Design  
 User Testing  
 UI Design  
 Mobile App Design  
 Branding  
 Packaging Design  
 Digital Publications  
 Digital Printing & Bindery  
 Social Media Marketing  
 Email Marketing  
 Data Analysis & Interpretation  
 Project Management

## TOOLS

Figma  
 Sketch  
 Zeplin  
 InVision  
 Adobe Photoshop  
 Adobe InDesign  
 Adobe Illustrator  
 Adobe XD

References will be furnished upon request.



## EXPERIENCE

**2022**  
**2023** *OptumRx/United Healthcare*  
**SENIOR UX DESIGNER**

I was brought in to work on the native mobile app team focusing on UX design. I collaborated with product partners and key stakeholders through ideation and provided input during reviews to create clear and comprehensible wireframes within specific product reqs and deadlines, I designed with mobile first in mind and with a keen eye towards accessibility. I advocated for the user and communicated informed design rational while developing new design solutions.

**Present**  
**2013** *Inferno Design*  
**UI/UX DESIGNER / CREATIVE DIRECTOR**

I am currently responsible for all creative for clients including logos, collateral, product design and UX/UX Design. On the business management side I create client proposals, project roadmaps, and conduct client meetings. I also do consulting on how to automate business processes and marketing through CRM and other SaaS platforms. **Recent Experience:** Risk Assessment Group, CreditGuard, CannaRise Companies, Focused Empowerment, VirnetX, Ambedo Naturals

**2020**  
**2019** *Cyberitas Technologies*  
**UI/UX DESIGNER/ DEVELOPER AND CREATIVE DIRECTOR**

- Gathered requirements, conducted research, created wireframes, prototypes, UI design, user-testing and presented to clients such as Century 21, Coldwell Banker Commercial, ERA, Better Homes & Gardens Real Estate, and Sparklight/CableOne.
- Ran a design team and worked directly with the client stakeholders, engineers and developers to produce functional web experiences with a focus on ADA accessibility and mobile first standards.
- I worked on the successful redesign of the Century 21 consumer website and relaunch of the separate agent portal, 21 Online.
- Created and implemented design system, including brand guidelines, color palette, templates and wireframes for website redesigns and productivity tools.
- Created user testing plan, conducting user testing sessions and interviews with clients to gather feedback for development of new features and enhancements.

**2018**  
**2014** *Direct Fairways*  
**CREATIVE DIRECTOR, PRODUCTION MANAGER**

- I was a founding partner who was part of the creation and vision of the business that doubled in revenue year over year during my involvement.
- Created all branding, product design, website design and updates.
- Set up CRM and multiple Production Management systems in order to automate sales and production workflows and customer interaction.
- Hired and managed a team of 7 designers and 2 print/bindery operators.
- Planned and executed creation of a highly streamlined digital print facility and fulfillment center.
- Worked with vendors and service providers to fine-tune operations and reduce materials cost.

**2015**  
**2014** *MistAmerica*  
**CREATIVE DIRECTOR**

- Redesigned the corporate and product websites making them responsive and in line with current web standards.
- Designed 3D composites renderings of existing homes and businesses what the proposed misting fan solutions would look like.
- Handled the creation of Keynote video presentations and other sales marketing materials and direct mail marketing pieces.
- Designed tradeshow booth for NightClub & Bar and Tradeshow in Las Vegas.
- Submitted plans for large tradeshow booth containing a custom structure requiring water and electrical for approval - scheduled local trades for load in/out and construction of booth.

**2015**  
**2002** *AZ Weekly Magazine*  
**ART DIRECTOR**

- Created and designed a full-color, tabloid, weekly publication that began as 16 page insert inside a local paper to becoming the Largest Full-Color Entertainment Weekly in the United States at it's largest size of 96 pages.
- I handled all internal creative, client ad design and magazine layout.

**2010**  
**2009** *UNIQ Lifestyles Magazine*  
**CREATIVE DIRECTOR**

- Planned and executed the cohesive look of the premiere issue of the magazine in Phoenix, Las Vegas and Los Angeles.
- Created in-house and client advertisements.
- Worked with Photographers on photoshoots to make sure that the vision of the brand was achieved.

**2012**  
**2001** *Mobius Creative*  
**OWNER**

- Designed all creative for clients including logos, business packages, collateral and websites.
- Created leads for mortgage marketing utilizing various advertising methods integrated into CRM drip campaigns (InfusionSoft MortgagePro CRM) and Call Capture Technology.