

## Summary

Master Designer with a proven record of delivering top level executions from recognizable brands. I'm passionate about designing user experiences that are intuitive, memorable and timeless. Recently, my attention has focused on creating cohesive design systems for all digital platforms to adhere to.

Specialties:

Sketch, Prototyping, Adobe CC, UI, UX, IA, iOS 8, Android L, Cohesive Design Systems, Responsive, Editorial Guidance, Wireframing, Typography, Style Guides, Accessible Design, CMS, Design Direction, Team Leader & Motivator, Xcode, HTML5, CSS3

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## Experience

2014 - Present TD Ameritrade - Mobile UX Team Lead

- Team leader, innovator and motivator
  - Responsive web redesigns (public & secure)
  - iOS 8 & Android L app redesigns
  - Prototypes, playbooks, style guides and component systems
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2013 - 2014 JP Morgan Chase - Creative Director

- Head of the Responsive Design Center of Excellence
  - Built cohesive design systems that enforced reuse
  - Development QA lead on large scale/exposure projects
  - Created/taught fluid grid systems for design and development
  - Reinforced a semi-agile environment with design, editorial and dev teams
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2011 - 2013 JP Morgan Chase - Interactive Design Lead

- Lead designer on complete site redesign for both Chase.com & JPMorganChase.com
  - Responsible for wireframes for completed successful online experiences
  - Created interactive style guides for all online public and secure efforts
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2010 - 2011 Blue Diesel Agency - Design Leader

- Lead designer on interactive pharmaceutical tablet presentations for Pfizer, AstraZeneca and Merck
  - Created new UX/UI for mobile products
  - Managed multiple conceptual projects under tight deadlines
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2010 UnitedHealthcare - Design Leader

- Lead designer of \$3M initiative w/ AARP, SecureHorizons, Evercare & UHC
  - Brought existing branding guidelines into the digital space while improving strategies and the quality assurance process
  - Established and maintained close relationships with external clients from idea conception to completion
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2009 Prudential - Interactive Art Director

- Designed/coded websites, emails & internal programs
  - Created design language guidelines
  - Design direction/coaching for in-house/freelance design staff
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2007-09 - B&H Photo - Senior Art Director

- Creative team lead on CMS with focus of driving traffic to main site
  - UI, banner ads, store videos and online interactive catalogs
  - Coordinated and directed multiple photo shoots
  - Editorial, typographic, composition and photo manipulation
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2004-07 - Global Industries - Senior Designer

- Redesigned 20 showrooms, each featuring unique multimedia UX
  - Designed/coded new websites & email campaigns
  - Directed & corrected product and interior space photography
  - 2006-7 OFDA Marketing & Design Award
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2002-03 - Bloomberg TV - Multimedia Designer

- Interactive presentations for video arcades worldwide
  - TV graphics, audio/video & marketing material
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## Education

1999-01 - Art Institute of Philadelphia  
BS, Multimedia Web Design

1997-99 - Community College of Philadelphia  
Photography