

From conception to roll-out.

For over 15 years I have analyzed problems, developed solutions, and pivoted quickly to get projects done on time. My overarching philosophy is that a web site should be aesthetically pleasing while remaining useful to the customer, on-brand, and flexible enough to incorporate future changes. To every project I bring a high degree of self motivation and goal-focused professionalism.

Making information more usable and accessible to people is my passion.

I graduated from The Art Institute of Seattle in 2000 and have enjoyed making the web a prettier place ever since.

<i>web design</i>	<i>Adobe XD</i>
<i>print design</i>	<i>Photoshop</i>
<i>mobile app design</i>	<i>Illustrator</i>
<i>prototyping</i>	<i>InDesign</i>
<i>wireframing</i>	<i>Axure</i>
<i>photo manipulation</i>	<i>Paper & Pencil</i>
<i>typography</i>	<i>(& Eraser)</i>
<i>HTML5 & CSS</i>	

Web Design, Typography

School of Visual Concepts, Seattle, WA

AAA in Computer Animation & Design

The Art Institute of Seattle, Seattle, WA

GetInsured (Array Health was acquired December 2016), Seattle, WA (November 2013–February 2017) *sr. ui/ux design*

- Worked with the product team to improve UI.
- Created graphics for the sales and marketing team presentations.
- Maintained design standards for the group/insurer product.
- Created and upheld design philosophy and principles.
- Created new workflows for product features.
- Prototyped new features.
- Created user interface designs for shopping platform and administrative users.
- Created clickable prototypes and demos of new and existing products for internal review and sales teams using Axure.

The National Center for Telehealth & Technology (T2) General Dynamics Information Technology & The Informatics Applications Group Joint Base Lewis-McChord, WA (February 2011–November 2013) *contract web/graphic design*

- UI designed for mobile apps and games (iPhone, iPad & Android based) from wireframing, concept sketching, producing look and feel, to high-fidelity design.
- Designed internal marketing material and posters (digital & print).
- Laid out and designed brochures/info-sheets for T2 offerings. (research projects, online tools, mobile apps, ...etc.).
- Video & audio creation/editing for online & mobile training videos.
- Designed layout/graphics/photography for T2 Annual reports from 2010–2012.
- Designed layout for DoDSER (Department of Defense Suicide Event Report) Annual reports 2010–2012.
- Photographed events and VIP visits.

Imagekind, Inc., Seattle, WA (December 2007–September 2010) *web design*

- Responsible for look & feel of imagekind.com, sole designer from November 2008 to September 2010.
- Designed home page, main shop page, selling pages, checkout pages and multiple product pages.
- Created layout and graphics for marketing e-mails to increase web site traffic.
- Designed landing pages optimized for SEO/SEM resulting in increased retail sales.
- Designed print ads and business cards.

Papugai, Inc., Bellevue, WA (April 2005–December 2007) *graphic design*

- Applied graphic design principles to produce creative, innovative and professional e-commerce web sites, sales flyers, brochures and packaging.
- Created dynamic media for client web sites.
- Created layout and graphics for a variety of clients private label bottled water.

Nordstrom Direct, Inc., Seattle, WA (October 2000–March 2005) *web design*

- Applied graphic design principles to produce creative, innovative and professional web site.
- Created layout and graphics for marketing e-mails to increase web site traffic.
- Designed landing page and boutique imagery which resulted in increased retail sales.
- Managed photo manipulation and color correction without compromising quality.

