

## ● PROFILE

Creative, innovative and detail-oriented web designer with over ten years of experience working in agencies, freelancing, and in-house design departments with four years of experience managing and leading design teams. Possessing proven ability in understanding key design concepts of brand identity, versatility of designs, conceptualizing ideas, and design solutions for companies ranging from local businesses to international investment firms.

## ● AREAS OF EXPERTISE

Concept development	Project leadership
Brand identity	Negotiating with vendors
Streamlining processes	Creating files for multiple use
Designing for multiple demographics	Adaptability
Time management	

## ● PROVEN ACCOMPLISHMENTS

**Created designs and methodology** for developing youth targeted financial literacy newsletters. Used focus groups for each demographic, children (ages 6-12) and teens (ages 13-18), to evaluate marketing collateral, websites, and newsletters of two credit union-specific financial education programs. Before my tenure, focus groups determined the newsletters to be the least engaging of the product offerings, while being the biggest source of revenue. I redesigned the newsletters creating complex backgrounds, custom illustrations, and new color schemes to create depth and interest as well as developing new sections, and limiting article lengths. Subsequent focus groups evaluated the newsletters as the most engaging.

**Designed a line of packaging** for the top tier product line of homeopathic medications. Previously, all product lines were produced in small white bottles with a simple colored top. The problem with the existing design was visibility, bottles were so small with little variance between each product, it was easily overlooked among the vast array of dietary supplements and competing homeopathic products. I worked directly with a manufacturer of custom folding cartons and the existing manufacturing methodology to design packaging that would be able to contain the existing bottle avoiding changes in manufacturing process. All packaging was required to meet strict FDA regulations regarding homeopathic medications.

**Streamlined** a six person production team into a four person team. The reduction was to increase efficiency and reduce employee turnover due to a lack of hours. After a two month review of skills, and performance I reduced the staff from six to four. Increased efficiency by managing and distributing incoming ads based on difficulty, current workload, and level of design to the appropriate designer, including myself. I also developed new cover art, layouts and sections for the periodicals to boost revenue and readership. Both periodicals showed a 60% increase of pages and a 30% increase in revenue within four months.

**Negotiated pricing package** for quarterly newsletters reducing existing costs by 20%, while increasing potential revenue. Each client's newsletter order previously only had the option of customizing one article and the mailing panel to a single spot color and required a designer to create and manage approval process. The new pricing package allowed up to two additional areas available to be customized in full color, and the mailing panel could be replaced with an additional article. Automation was also added to the process giving the client the ability to view, receive a shipping date, and final approval at one time.

**Lead Designer** on an eight person design team creating a B2B e-commerce website containing over 10 thousand SKUs. Started on the project as a designer, and was quickly promoted to lead designer based on design and organizational skills. Project progressed through design methodology of creating mood boards, wireframes, flow charts, and look and feel. Two mood boards were chosen by the client as design directions: knowledge and process. One of my designs was chosen as one of those directions. Played a key role in information architecture and laying out key items of the order process.

## ● SKILLS

### **Design Programs:**

*Adobe Creative Suite*

- Photoshop
- InDesign
- Illustrator
- Dreamweaver

### **Programming Languages:**

- HTML
- CSS
- PHP - Cake PHP
- Javascript
- jQuery
- MySQL
- Wordpress
- Bootstrap

## ● EXPERIENCE

### **Freelance Web Designer**

**7/12 - present : Irvine, CA/Seattle, WA**

Provide identity, print, and web design for a variety of clients. Understanding the function of the design to meet each client's specific needs. Completing projects by coordinating with outside vendors, photographers, and agencies. Plan projects from creation to completion varying from one-off to long-term projects. Clients and projects include: brochures and print ads for local agencies; brand creation for a small California winery; website, print colateral for BlingItOnCandy a premier candy buffet company and website design for consulting firm Inviso Corp in Bellevue, WA,

### **Web Designer**

**7/13 - 9/15: KBS Capital Markets Group, Irvine, CA**

Created and maintained multiple external and internal websites, redesigned email marketing templates, edited corporate videos. Devised and implement improvements for existing site functionality, design, information architecture and user experience. Optimized website content and implemented site analytics. Additionally acted as a Graphic Designer on varied print marketing collateral (flyers, brochures, web keys, and trade show displays).

### **Graphic Designer**

**1/11 - 7/12: MK Diamond Products Inc, Torrance, CA**

Designed packaging, product catalogs, marketing materials, private labels, splash pages, website navigation and logos. Developed projects from creation to completion, including all production work, die-lines, full-sized prototypes, and shelf-ready packaging. Prototypes were printed in-house, cut, scored, folded and glued by hand.

### **Graphic Designer**

**10/07 - 12/10 : CUANM, Torrance, CA / Albuquerque, NM**

Designed marketing collateral for two national non-profit credit union youth financial education programs targeting demographics of children (ages 6-12) and teens (ages 13-18) including co-branded e-commerce websites, brochures, postcards, posters, presentation folders, trade show displays, and four quarterly newsletters (1 million yearly circulation). Additional responsibilities included coordinating all printing projects with outside vendors (price negotiations, competitive quoting, timelines, direct mailing, efficiency of press use); negotiations resulted in a new pricing package for the quarterly newsletters reducing the price by 20% per year while increasing lines of service and revenue for all clients.

### **Graphic Designer**

**3/05 - 10/07 : Heel Inc, Albuquerque, NM**

Created product packaging and marketing collateral for a homeopathic company in the United States. Design projects consisted of magazine advertisements, monthly promotional brochures, postcards, doctor and patient brochures, technical illustrations, and product catalogs. Additionally created new sales tools including indication brochures, sell sheets, protocol sheets, presentation folders, invitations, posters, quick-screens, and trade show displays.

### **Production Manager**

**2/04 - 3/05 : Target Media Partners, Albuquerque, NM**

Managed a six person design team and acted as designer, developing two weekly local Albuquerque periodicals. Streamlined department operations, created a new design methodology. Designed new layouts and additional sections to boost revenue and readership, resulting in a 60% increase of pages and a 30% increase in revenue within four months.

### **Senior Web Designer**

**9/99 - 2/03 : Rare Medium, Marina del Rey, CA**

Served as team lead and designer on multiple projects of various size: designed websites, developed information architecture and user experience to create or reinforce online and brand initiative from concept to creation. Worked with the creative director to develop and produce presentation materials to extend brand, combining cost-effective printing with high-impact format. Projects included branding and e-commerce sites for clients such as Corporate Express, Epson, Nissan, and Nestle.

## ● EDUCATION

Loyola Marymount University, Los Angeles, California • Bachelor of Art in Studio Arts with emphasis in Graphic Design, 1997