

## **EXPERTISE**

### **Senior Mobile/Desktop UI/UX Visual Designer • Digital & Print Production**

- Expertise in the latest Adobe CS products, Axure, Sketch, Microsoft Office software.

## **EXPERIENCE**

### **December 2013–present, Senior Mobile/Desktop Visual Designer, Bank Of America, SF, CA**

- Senior mobile designer - iOS/Android, new features, work with lead developers on monthly app updates
- Mobile toolkit development, manage/create mobile spec sheet templates, define mobile style guide.
- UI/UX Visual Design mobile/online from wireframe to creative to final spec/asset delivery.
- Meta data app store screen submissions for iOS, Android, Blackberry, including promo banners/icons.
- Work with developers to resolve visual design defects across platforms.

### **March 2013–December 2013, Visual Designer, AssetMark (Formerly Genworth), Concord, CA**

- UI/UX design for client-facing eWealth Manager; rebuilt web mock ups to spec for developers.
- Redesigned weekly e-newsletter for financial advisors including photo banners, nav bars, buttons and icons.
- Design tile ads, ipad screens to spec, redline designs, produced all digital deliverables for marketing portal.

### **March 2012–March 2013, Senior Visual Designer, First American, Santa Rosa, CA**

- Created over 50 eblasts, web banners, fixed HTML code in Dreamweaver.
- Created new branding templates company wide for all brochures, flyers & ads.

### **August 2008–Nov 2011, Senior Production Designer, DraftFCB, NYC**

- Senior production specialist doing creative, client edits, print mechanicals, and disk releases.
- Set up files for art directors and flagging printing issues prior to client review.
- Clients included J&J, Merck, Pfizer, Novartis and King Pharma, among others.

### **October 2005–July 2007, Freelance Graphic Designer, Niton, NYC**

- Organized production department, creating naming convention, server structure and mechanical checklist.
- Quick turnarounds, heavy Quark and InDesign including mechanicals, die-strikes, and color separations.
- Clients included Allergan, Botox, Novo Nordisk, Novartis, Olympus, and Pfizer, among others.

### **September 2004–Oct. 2005, Freelance Graphic Designer, RCW-Pharma Advertising, NYC**

- Worked in heavy volume pharma studio making edits and preparing prepress mechanicals.
- Trained new employees on prepress/disk releasing files, QC'ed mech/disk released files.
- Clients included Merck and Pfizer, among others.

### **1999–2003, Creative Director, ARPageOne, Plano, TX**

- Concepted/designed/wrote copy for direct mail campaigns for Time Warner and AT&T.
- Prepared high res files for disk release, art direction, high volume edits on mailers, brochures, and cable installation kits for Time Warner Cable, Comcast, and AT&T.

## **EDUCATION**

1997, B.A. English, Kennesaw University.

### **Mobile UI/UX**



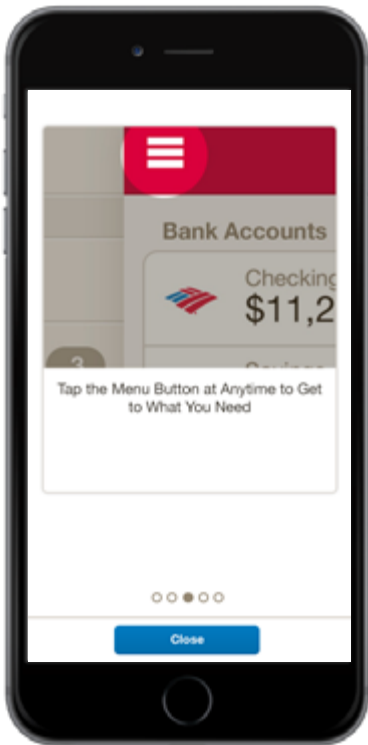
### **Desktop UI/UX**



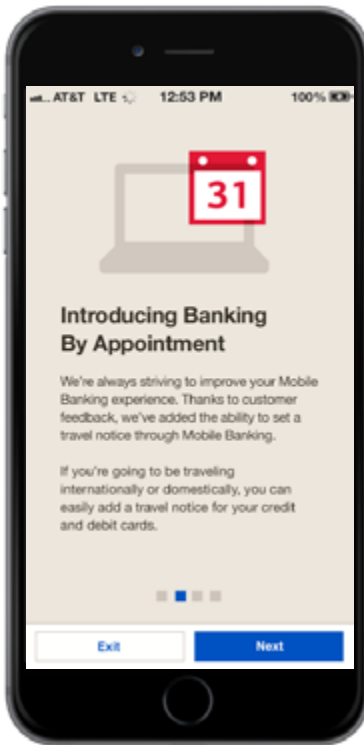
### **Diverse Design**



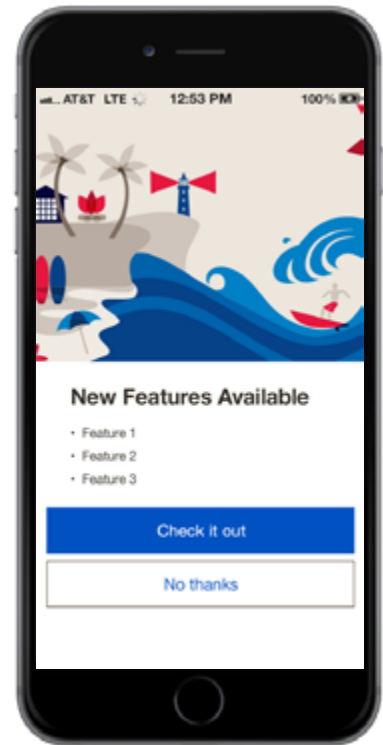
## MOBILE COACHMARK REDESIGN - BANK OF AMERICA



BEFORE

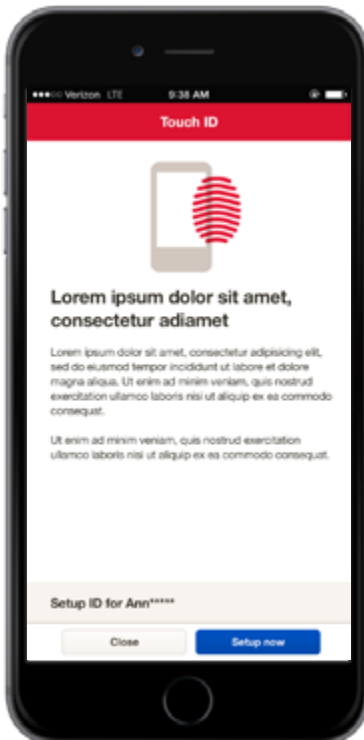


AFTER CONCEPT 1

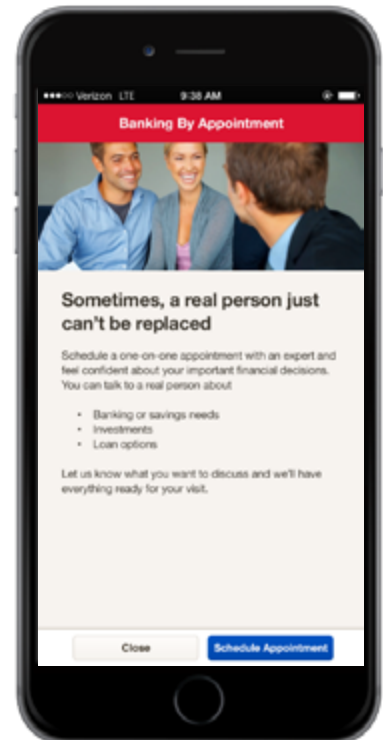


AFTER CONCEPT 2

Redesigned Bank Of America Mobile Coach Mark - Created modular, easily coded template with CTA, design, spec and asset delivery. Squared button for coding.

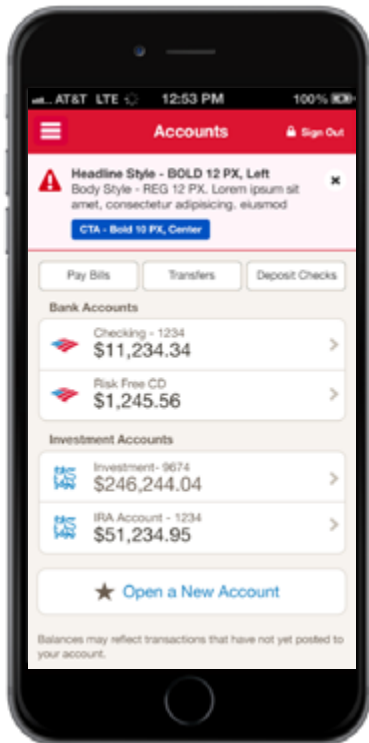


AFTER CONCEPT 3

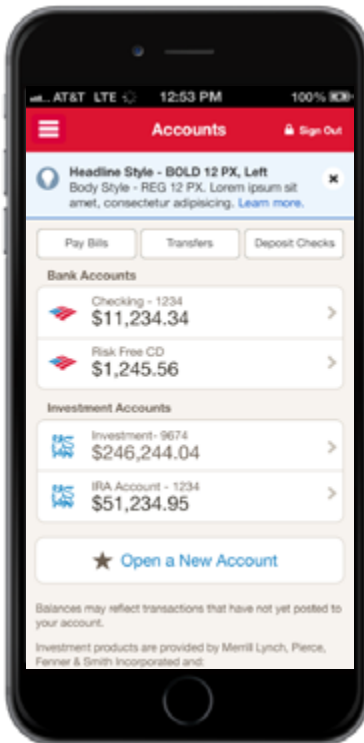


AFTER CONCEPT 4

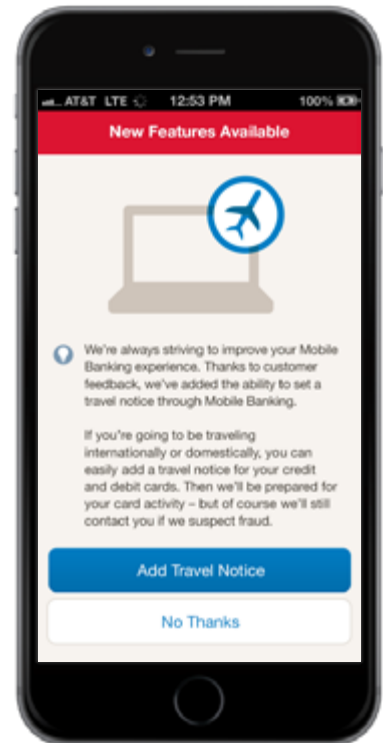
## MOBILE SASI ALERT MESSAGING - BANK OF AMERICA



ALERT MESSAGE

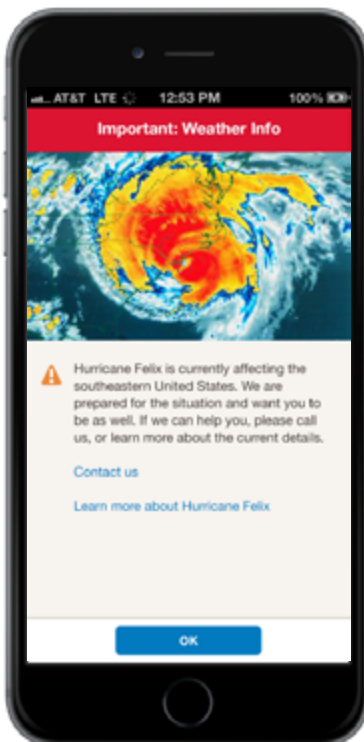


ALERT MESSAGE NO CTA

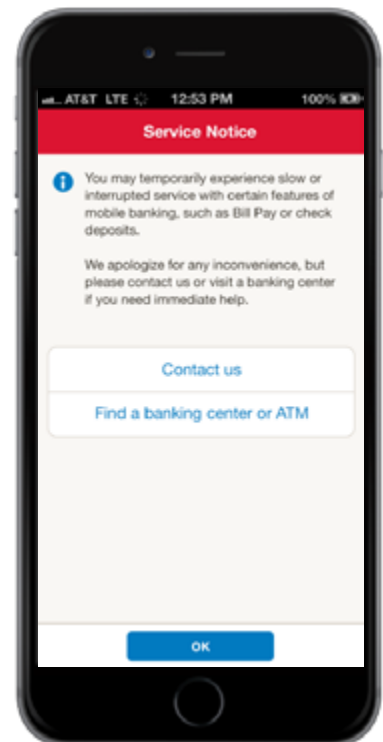


ALERT LANDING PAGE 1

Created a modular, template based alert icon messaging system with variable landing pages. Worked closely with developers to spec and provide final assets for iOS and Android.



ALERT LANDING PAGE 2



ALERT LANDING PAGE 3

EMAIL REDESIGN - FIRST AMERICAN



BEFORE



AFTER



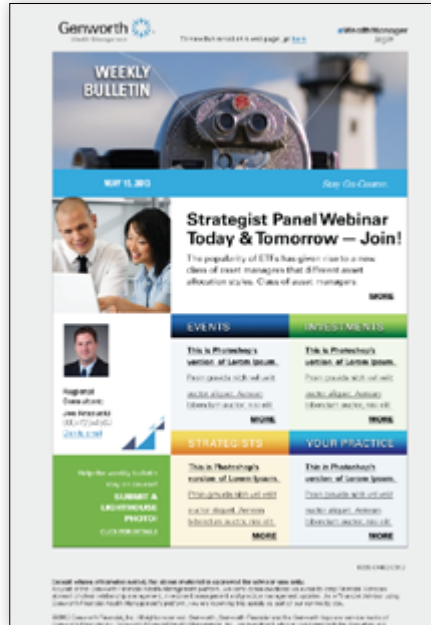
AFTER SAMPLES

Redesigned First American email template, coded 50+ ebasts in Dreamweaver, tested code, created all supporting graphics.

## E-NEWSLETTER REDESIGN - GENWORTH FINANCIAL



BEFORE



AFTER CONCEPT 1



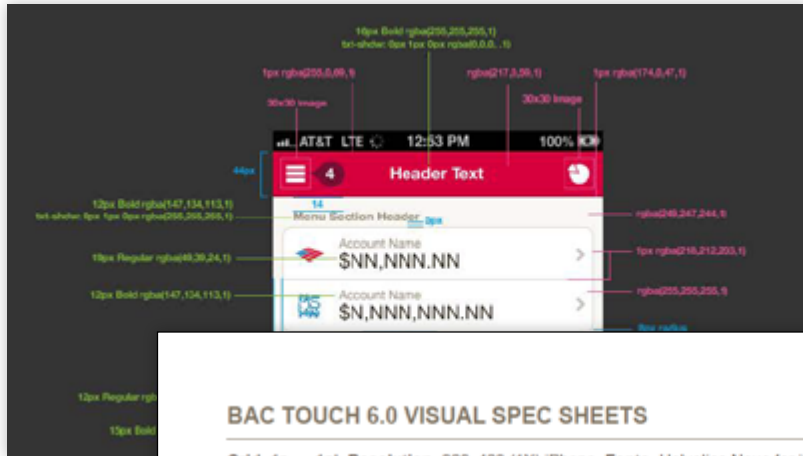
AFTER CONCEPT 2



AFTER CONCEPT 3 (CHOSEN)

Redesigned Genworth weekly e-newsletter, create all banner graphics, buttons and icons.

## MOBILE SPEC SHEET REDESIGN - BANK OF AMERICA



**BEFORE**

### BAC TOUCH 6.0 VISUAL SPEC SHEETS

Grid: 1px = 1pt. Resolution: 320x480 (1X) iPhone. Fonts: Helvetica Neue for iOS and device standard for Android

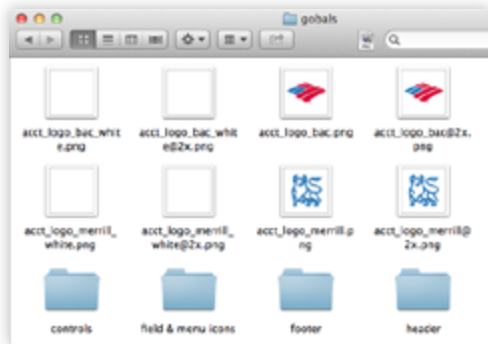
#### MAIN SCREENS

##### Account Overview

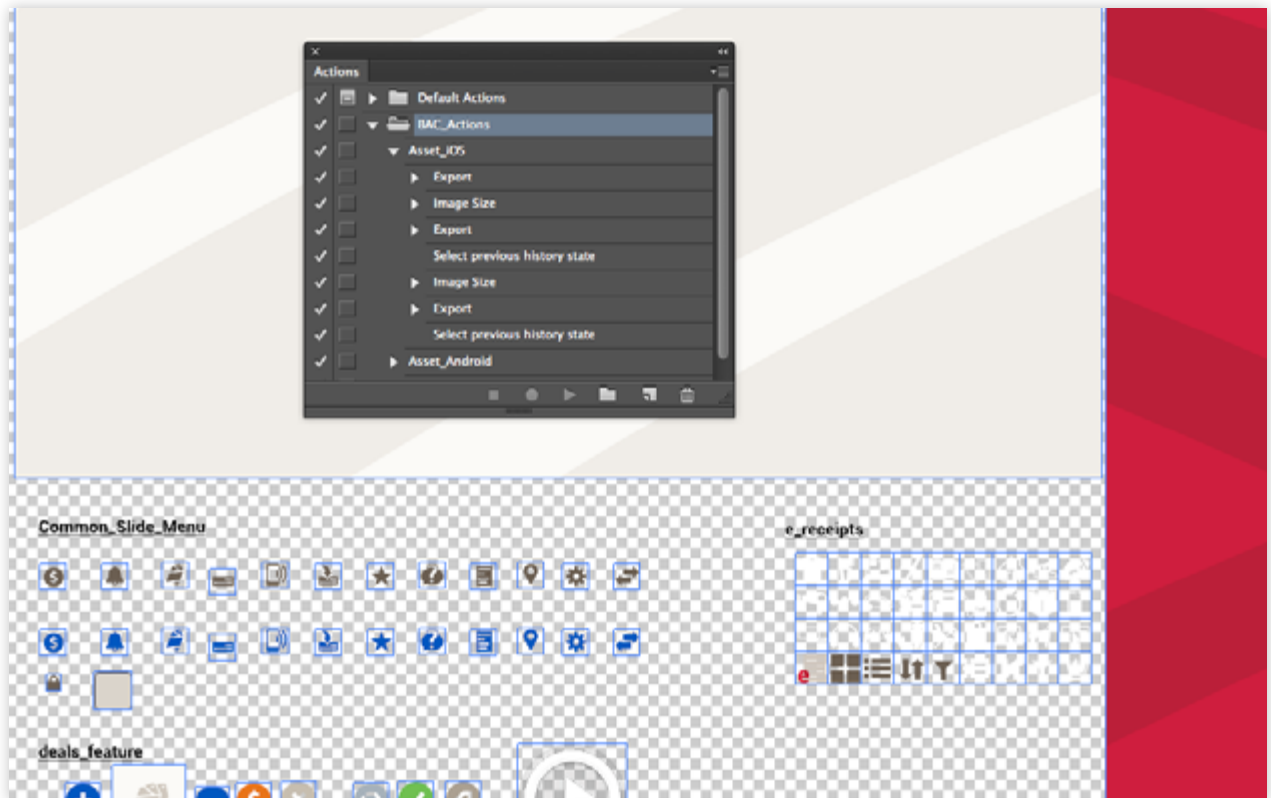
**AFTER**

Met with developers to come up with a new spec sheet template design based on their "wish list" feedback. New format uses color/text blocks to define styles. This aligns with CSS and can be easily understood by new development teams. Also, global brand updates can be made with the touch of a button, rather than individually updating every spec sheet.

## SLICE SHEET WITH ONE BUTTON EXPORT - BANK OF AMERICA



**BEFORE - BITMAP, LOOSE ASSETS, NOT SCALABLE**



**AFTER - VECTOR SLICES IN ONE PSD, SCALABLE, ONE TOUCH EXPORT SCRIPT IOS & ANDROID**

*Recreated all iOS and Android assets as vector slices in photoshop. Created script for one touch export of ios and android assets.*

## WEB DESIGN - WE THE MINIS / COPPERCAT BREWERY



WE THE MINIS - WEB DESIGN, LOGO, COPY



COPPERCAT BREWING - WEB DESIGN, LOGO, COPY