

EXPERIENCE

RECOVERY BRANDS: Optimization Manager March 2017 -Present

- Prioritize all testing efforts to maximize effort and return
- Generate tests and oversee design and implementation of test concepts
- Create high quality designs for medium and large tests.
- Train and work with junior designers with creating visuals for optimization tests.
- Work with all departments to find efficiencies to better grow revenue and strengthen teams.

RECOVERY BRANDS: Optimization Designer September 2015 -March 2017

- Help prioritize all design requests to maximize effort and return
- Assist in test ideation, prioritization, and ensure consistent testing efforts.
- Create high quality designs for all tests.
- Assist other departments as need be with special projects

DDSTUDIO: Interaction Designer November 2011-September 2015

- Define user goals, models, and user interactions for new products.
- Evaluate existing user experiences and identify areas for improvement
- Translate user goals into concepts and interface designs
- Create user flows, wireframes, mockups and interactive prototypes to communicate design interactions
- Collaborate with development teams to ensure design intent and user experience

SAVACOOL SECVIAR BRAND COMMUNICATIONS: Graphic Designer July 2011-September 2011

- Create initial layouts for materials such as brochures, posters, advertisements, and other print collateral
- Produce layouts for web usage, including banners, buttons, logos and page layouts
- Finalize production ready artwork files for printed collateral.
- Create new logos and brand assets

SKILLS AND ABILITIES

DESIGN

- User flow / Persona Creation / Information Hierarchy
- Wire framing - Visual Concept Creation - Prototyping
- Concept and Production Design
- HTML/ CSS Basic Coding

SOFTWARE

- Adobe Creative Suite:
Illustrator, Photoshop, InDesign, After Effects
- Sketch
- Prototyping software: Invision, Axure
- Atom Text Editor
- Microsoft Office
- Mac and Windows Confident

EDUCATION & AWARDS

EDUCATION

PALOMAR JR COLLEGE: Attended 2004-2008 – Undergraduate Studies

SAN DIEGO STATE UNIVERSITY: Attended 2008-2010 – Bachelor of Art degree in the Graphic Design program.

TREEHOUSE.COM: 2014 – Completed online course in web design

AWARDS

2014 IDEA Finalist and 2014 GOOD DESIGN Award for Syneron Velashape III

2015 MDEA Gold Medal and 2014 GOOD DESIGN Award for TruMed Accuvax