

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

SAVACOO 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

2017 San Diego Zoo Hack-a-thon winning concept

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

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