

## professional experience

### **SM Designgarden | Creative Director & Owner, 12/09 – present**

Conceptual design & art direction for a variety of clients across digital media (social, ads, e-mail, apps)  
Responsive UI/UX design for clients' sites  
Development of brand strategy and voice for smaller clients

### **Culver Company | Creative Project Manager & Sr. Designer, 4/17 – present**

Manage & design all components for a number of client safety programs (books, mailers, create training DVD, digital)  
Refresh and update of designs that better align with client branding  
Build new client sites & update's to current clients safety websites  
Create & build new training sites in Wordpress, Learnsdash and customization of CSS  
E-mail design and create easily usable templates along with best practices guide for team

### **Paint Nite | Sr. Web/UI Visual Designer / Brand Identity Owner, 12/14 - 12/16**

Elevating Paint Nite's brand by creative consistency through all digital and print channels  
Concepts & creative direction of well-executed designs (site, landing pages, e-mail, app design, digital & print assets)  
UX/UI design, storyboarding, wireframing for Paint Nite's website re-skin with the product and tech team  
Mentor and manage graphic designers and freelance contractors on design team  
Project management and collaboration with stakeholders for the Creative Department's deliverables and initiatives  
Responsive coding of emails, landing pages & forms

### **Wolverine Worldwide: Stride Rite Children's Group | Lead Interactive Designer, 8/09 – 7/14**

Site refresh/re-brand and implementing launch of the new striderite.com on new CMS platforms (ATG, Demandware)  
Creative lead for all of Stride Rite's digital campaigns  
Working with numerous licensed partnerships and their brand guidelines (Disney, Marvel, Hasbro, Sanrio)  
Front-end development and coding of a number of channels (site, e-mail, mirco-sites)  
Organize site content, corresponding assets, and strategizing messages aligning with the latest in-store promotions  
Mentor and manage production designers on Stride Rite's creative team

### **Palomar Medical Technologies, Inc. | Lead Graphic & Web Designer, 8/07 – 1/09**

### **Epsilon Interactive/Kingfish Media | Graphic Designer, 04/04 –12/06**

## freelance experience

### **Bose Corporation | Sr. Interactive Designer, 8/14 - 10/14**

### **Captains of Industry | Web Designer, 7/07– 8/07**

### **PUMA | Graphic Designer, 3/07**

### **BJ's | Graphic/Production Designer, 12/06 – 5/07**

### **Boston Magazine | Layout Specialist, 4/07**

### **PetEdge | Graphic & Web Production Designer, 5/07– 7/07**

### **Montserrat College of Art | Web Designer, 09/04 – 12/04**

## education

New England Institute of Art, 09/08

Web Development Certificate Program

Montserrat College of Art

Bachelor's of Fine Arts in Graphic Design (2004)

## programs

### **Desktop Publishing/Video**

Creative Suite, Adobe Applications

Gliffy, Axure, Final Cut, Microsoft Office

Premiere Pro, Gear, DS Pro

### **Web Development**

HTML, CSS, JQuery, Dreamweaver, Flash, SilverPop

ATG, MarketLive, Demandware, InVision, Sketch, Responsys

Drupal, Wordpress