

As an accomplished creative lead, manager and visual architect with extensive experience, I possess a strong background in fine arts with a wide range of technical proficiencies in the industry's leading tools.

Focusing on user experience and implementation of whole concept strategies in large-scale projects and global campaigns, I have a proven ability to motivate and integrate teams of artists, programmers and executive leadership.

I am committed to presenting logical and strategic creative projects from conception to completion.

**User Experience** Design and Strategy

**Interactive** and Print Creative

**Marketing** and Advertising Campaign Development

**Creative** Group Management and Art Direction

**User** Interface Design, Development & Usability

**Brand** Identity and Corporate Collateral

**Web** Standards and Practices

**Photography** and Photo Composition

**Licensed** Merchandise and Apparel Design

**E-commerce** Design

**Client** Interaction and Project Scoping

**Illustration**, Photo and Traditional

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## SOFTWARE & TECHNOLOGIES

Adobe Creative Cloud; Illustrator, Photoshop, InDesign, Lightroom, Bridge, Dreamweaver, Flash, Edge Inspect - Sublime Text, Axure, Homesite, Painter, HTML, CSS, JS, Analytics, Motion Graphics, SEO, Silverlight, Blend, XAML, YouTrack, Tortoise SVN, JIRA, Bitbucket, GitHub, Microsoft Office suite

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## EXPERIENCE

### JOHNSON CONTROLS

**Senior User Experience Designer and Strategist - 8/2013 - 9/2014**

- Principal in creating the web-based delivery approach and content templates to communicate the new design language system across multiple internal audiences including: user experience, developers, and product managers. This centralized approach made it easier to maintain and consistently present key information to each user group.
- Co-developing the design philosophy and the tactical strategy that shifts the internal product development culture from a feature-centric to a user-centric methodology by promoting and evangelizing a prioritization of gathering qualitative and quantitative analytics and research to help inform product UI and UX decision and its business value within the organization.
- Creating prototypes to communicate design concepts to project stake holders and to validate approaches with end users. The prototypes align project members and user expectations through responsive layouts, interaction patterns, visual design, voice and tone, usability best practices with a focus on reusability of elements which reduce development rework and achieve business objectives within expected timeframes and budget.

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## EXPERIENCE

### MERCURY MARINE

Senior User Interface & User Experience Designer and Engineer - 11/2010 - 8/2013

- Principal UI/UX lead for a multilingual software application in the marine industry. Involved in all stages of research, design and implementation. Designing all graphical elements within the UI.
- Co-lead UI/UX on two consumer-centric embedded systems, creating a unified experience between two form factors and across a touchscreen and non-touch physical button system.
- Creation of wireframes, low fidelity and high fidelity prototypes, interactive prototypes, sketching, user interaction, information architecture, workflow documentation and diagrams.
- Production of a long-term user-centered design principles strategy with a pattern library and style guide. This created a consistent user experience, reduced user error and time on task, while improving time to market and decreasing software development time.
- Performed and maintained usability studies, field research, user surveys, personas, analytics implementation and analysis. Developing an adaptable framework with a mobile and tablet friendly iterative design approach that supported legacy needs. This aligned product direction with the organizations business needs and users expectations.

### FENDER MUSICAL INSTRUMENTS

Senior User Interface Designer - 2/2010 - 11/2010

- UI lead responsible for creating innovative and intuitive design solutions for rich software applications and related web-based internet experiences. Collaborate closely with R&D and marketing to conceptualize, design and prototype UI common components and frameworks.
- Lead software UI design throughout product life cycle and translate user experience research findings into design improvements. This quickly lead to next generation concepts and highlighted technical feasibility constraints.
- Co-develop UI designs with R&D and Marketing that align with market and business objectives.
- Research and provide technology recommendations based on current UI and design trends for software development and potential future embedded system interfaces and mobile device applications.
- Align application and product development with the company's strategic initiatives and marketing/sales goals.

### FENDER MUSICAL INSTRUMENTS

Manager of Creative Development - 4/2003 - 2/2010

- Managed and mentored a diverse creative print department that produced material for over 11 Individual Fender guitar brands globally.
- Drove creative and technological direction for numerous national and global marketing and advertising campaigns, that helped drive consistent annual growth.
- Researched, identified and oversaw implementation of system that allowed for migration from manually produced marketing materials into a database driven auto-pagination system that saved over 85% in development hours.
- Independently created illustrations, photo-illustrations, logos, large catalogs, packaging design and brochures for Fender guitars and other brands within Fender, improving team productivity while managing the team and projects.
- Handled printing logistics, proofing, quoting and sourcing for multilingual international print campaigns that directly aligned with the organizations regional and global strategy.
- Developed concept, functional requirements and designed UI for an internally developed project management system that increased project efficiency by 25%.

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## EXPERIENCE

### SECURE MEDICAL / MEDFICO

Senior Web & Graphic Designer - 5/2002 - 3/2003

- Developed and maintained e-commerce storefronts for prescription pharmaceutical sales that drove B2C sales strategy.
- Converted static web storefronts to dynamically generated storefronts using HTML, ASP and SQL which led to dramatic revenue increase and market share.
- Conceptualized and produced brand identity, marketing philosophy, print and digital advertising and product packaging for extremely successful sexual health product line. Managed all aspects of project including: manufacturing logistics, creative direction, market analysis and retail sales.

### C9 INNOVATIONS

Senior Web & Graphic Designer - 10/2001 - 4/2002

- Created an in-house digital photo studio, photographed product images and prepared for use in e-commerce storefronts. This dramatically reduced outsourcing expenses and improved turn around timeframes.
- Created print and digital collateral for use across the company, including marketing materials, presentations, and corporate identity. These branding elements quickly enabled the organizations marketing and sales to complete sales.
- Developed Macromedia Flash interactive presentations for internal and client projects, maintaining transparency with clients with a visually rich and simple mechanism. This consistent communication reduced rework from clients and improved their perception of the organizations capabilities.

### VCOMMERCE CORPORATION

Manager of Web Development - 9/1998 - 10/2001

- A founding member of a fledgling e-commerce technology company, building from a team of seven to over 140 and acquiring over 56 million dollars in venture capital for an organization that hosted and provided transactions for thousands of online e-commerce websites.
- Lead the design and art direction for UI and consumer experience throughout the company, including e-commerce portals used by web "storefront" subscribers. Created corporate print and digital collateral, Macromedia Flash based projects and storefront promotional graphics.
- Managed team of six web designers and programmers developing custom storefront creation and daily maintenance of internal sites and client e-commerce storefronts.
- Lead research efforts to improve transaction conversion ratio for e-commerce application by tracking demographics, analyzing web usage statistics, usability studies, and following emerging technologies.
- Managed the GUI integration for many large e-commerce clients, including Cox Communications, 20th Century Fox, IWon.com, Half.com, Babycenter, FEMSA, wbur.org.

### FRONTIER GLOBALCENTER

Lead Artist - 7/1997 - 8/1998

- Complete site design from sketching, conceptualization, image creation, HTML construction, and implementation of JavaScript, Macromedia Flash, animations, audio, video and interactive media.
- Client contact and interaction from initial meetings to project completion.
- Developed wire frames and information architecture for the navigational structure and functional elements of websites
- Co-developed scope of projects and produced prototypes for client acquisition.
- Clients: Harlem Globetrotters, House Of Imports Mercedes Benz, Gene Evans Ford, Majerles Sports Grill, Free Arts of Arizona, The Junior League of Phoenix.