

## Experience

### Senior Designer

June 2015 - Present

MENDIX, BOSTON MA

- ▶ Conceptualize and execute on all visual branding materials
- ▶ Brainstorm, research, prototype, and design all website interfaces
- ▶ Assist with lead generation efforts by providing UX strategy, design, and development of content, emails, and landing pages in Marketo
- ▶ As Chief Swag Officer, create fun and attractive t-shirts and other promotional materials to engage prospects and customers
- ▶ Founded "Mendix Mentoring", an internal initiative held weekly to mentor junior staff on product, marketing, sales, customer success, and more
- ▶ Provide Pre-Sales and Professional Services with UX/UI strategy on prospective or customer enterprise applications

### Director of Web Operations

June 2013 - May 2015

THRIVE INTERNET MARKETING, TOLEDO OH

- ▶ Project managed a team of 5 web designers/developers from proposal writing through project launch
- ▶ Held weekly innovation meetings to mentor staff and encourage an environment of learning
- ▶ Provided leadership via frequent critiquing and creative direction to foster professional growth
- ▶ Researched and implemented new softwares and techniques to improve efficiency, encourage revenue growth, cut expenses, and ensure Thrive's longevity as a digital agency
- ▶ Contributed product management expertise to CMS partner Accrisoft on new features, and direct feature implementation

### Lead Web Designer/Developer

April 2012 - June 2013

THRIVE INTERNET MARKETING, TOLEDO OH

- ▶ Designed and developed UX/Web UI with content first strategy and RWD frameworks
- ▶ Utilized wireframing, live prototyping, web metrics, and A/B optimization to test and improve performance and usability through project lifecycle
- ▶ Devised strategy, copy, content, and creative for large-volume email marketing campaigns, with a personal average open rate increase of 10% and click thru increase of 3%
- ▶ Developed project launch workflows consisting of internal HTML/CSS framework, project management checksheets, and step-by-step processes that saves 5 hours in development

### Support Specialist & Junior Web Designer

2009 - 2012

THRIVE INTERNET MARKETING, TOLEDO OH

- ▶ Pioneered Support Specialist role via full-time dedicated telephone and web support to 100+ clients
- ▶ Onboarded 100+ clients to Accrisoft Freedom CMS by providing one-on-one training, video training, webinars, and screenshares

## Skills & Expertise

HTML

CSS

Javascript

Photoshop

Illustrator

InDesign

UX

UI

RWD

Metrics

Prototyping

Branding

Email Marketing

Inbound Marketing

## Education

### Bowling Green State University

**Years:** 2008 - 2010

**Degree:** BS in Technology

**Major:** Visual Communication Tech

### Owens Community College

**Years:** 2004 - 2007

**Degree:** General Education; Transferred

**Major:** Fine Arts

## Highlights

**Representative,** Mendix, Pitched platform to 1000+ prospects at AWS re:Invent 2015

**Panelist for multiple events,** Ladies That UX Boston, 2014-2015

**Mentor,** LearnLaunch Hackathon 2014

**Guest Blogger,** HubSpot, "Twitter Embraces Ecommerce To Monetize Traffic Beyond Ads" 2014

**Panelist,** "Don't Make Me Think" - A Web Usability Discussion by Toledo Web Professionals and BGSU, 2013

**Evangelist,** Buyvite Group Pay (Startup), Pitched to spectators and VCs at SXSW 2012