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Graphic Artist. Fitness Author. Event Producer.

A motivated, proven, results-driven creative professional who has consistently demonstrated the drive, savvy and tact to deliver design & development solutions in startup and corporate environments over the past 20 years.

- Over 2 decades of hands-on digital design in all mediums
- Extensive leadership experience
 - (10+ years) in creative technology field as Creative Director, Manager of Technology, Director of Engineering, Associate Creative Director
- Effective communicator between engineering, design, and management teams – I can fluently speak geek/art/executive language to unify all stakeholders

Skills

- HTML / CSS
- JavaScript / jQuery
- Adobe CC (PhotoShop, Illustrator, InDesign, Premiere)
- UI/UX Wireframes, Design, Development & Testing
- WordPress, MailChimp, Google Analytics, SEMRush
- Rapid Prototyping through Iterative Review
- Agile Methodology & Workflow

Professional Experience

7/10 – Present

Freelance Web, Mobile, & UI/UX Design, Event Promotions & Production

Over the past 7 years, I've operated as a do-it-all contract artist:

- Digital design (Adobe PhotoShop, Illustrator, InDesign)
- Front-end development (UI/UX, HTML, CSS, JavaScript, WordPress)
- Video/Multimedia production (Premiere, iMovie, Final Cut, Prezi, PowerPoint)
- Fitness author with [15 books published worldwide](#) in multiple languages

Clients:

Mud Run Guide: Co-founder, digital artist, front-end design / development, & author of the highest-trafficked website in the world for the sport of OCR, mudrunguide.com

Overview:

All advertising & collateral, website/mobile wireframe layout & iterative design, mobile iOS app wireframes & design, video production (script, video direction, editing)

Examples:

- mudrunguide.com SEO-friendly magazine-format UI, with nearly a million monthly click-through from Google searches.
- Mud Run Guide iOS mobile app wireframe design & user flow
- All on-screen digital design including banner ads, logo design, sales presentations, etc.

- Creator, Producer, Host, Editor, [OCR Warrior web-based show](#) (2014-2015)

Stormwind Studios: (Scottsdale, AZ) Freelance digital artist, video director, interactive presentation developer.

Examples:

- Corporate website design (stormwindstudios.com, 2011-13)
- Design & development of quarterly CEO Town Hall interactive presentations (Prezi) for PetSmart, Inc. (2011, 2012)
- Producer & director for live web-based video technology training & certification (Stormwind Live 2011-2014)

Event Production, Marketing, & Branding: (North America, 2012-present) Producing fitness events as a race owner, director, or manager, course designer, marketing/branding. **Relevance:** You only have one chance to deliver a world-class experience with a live event; split-second decision making isn't learned in books.

1/08 –7/10

41st Parameter, Scottsdale, AZ (*acquired by Experian in 2012*)

Director of User Experience

(*Other positions held: Manager, Engineering, and Director of Product Marketing*)

- Executed complete redesign of customer-facing user interface for enterprise fraud-prevention applications.
- Reviewed and completely overhauled application flow, UI /UX from concept, planning and development all the way through delivery and follow-through on-site testing & on-boarding with clients in the field.
- Worked extensively with the engineering team (*which I was promoted to manage 5/1/2010*) in an agile, iterative design & development environment throughout the entire process while communicating directly with executive management, sales and all stakeholders to ensure top-quality deliverables.

Awards Received: “Spirit of 41st Award” Presented by CEO Bob Lewis

9/01 – 1/08, ESPN, Inc. Bristol, CT

Manager, Technology Division - Web Development

- Created and led a dynamic team of multimedia professionals to serve ESPN with a multitude of projects:
 - Web-based Application Development
 - UI/UX design/development for multiple internal/external facing applications
 - Company-wide communications portal design/development
 - Video production, editing, and dynamic delivery of web-based presentations and employee training.

Awards Received: Standing Ovation, STAR

Education

Central Connecticut State University - BA Communication/Design, Economics minor

University of Connecticut – Graphic Design & Fine Art emphasis