

TECHNICAL SKILLS

Photoshop, Illustrator, InDesign, Fireworks, Acrobat, Lightroom
HTML5, CSS3, JavaScript, PHP, XML, Flash, Dreamweaver, BBEdit, Text Wrangler
Sketch, Balsamiq, InVision,
Avid Xpress Pro, Final Cut Pro
UI/UX Designer
Design for Mobile Devices
Graphic Design for both Print and Web
Managed and Produced Large Scale Website Redesigns
HTML Newsletter Design and Development
Advanced Original Photography skills, Photo Retouching, and Photo Shoot Management
Drupal and Sitecore CMS
Wordpress Customization
Expert in SEO, Information Architecture, User Accessibility Standards, and Web Analytics
Expert in Web Best Practices
Expert in Brand Management and Visual Identity

EDUCATION**Massachusetts College of Art and Design**

Graphic Design Certificate Program: 2006-2008

Smith College

Bachelor of Arts in Art History, 1997

EXPERIENCE**Senior Web Designer** *Cartera Commerce* (12/2014-present)

cartera.com

- Lead web designer for all ecommerce clients
- Lead the responsive web design migration for all client websites
- Design all ecommerce loyalty program websites for clients including: Delta Airlines, Southwest Airlines, American Airlines, Alaska Airlines, Speedway, Glamour Magazine, Lucky Magazine, and more.
- Design for mobile, tablet, and desktop
- Design banner adds for merchants including, J. Crew, Nordstrom, Macys, Backcountry, Sephora, Bloomingdales
- Design to meet accessibility standards
- Design responsive marketing and acquisition emails for all clients.
- Expert in information architecture and UI/UX design
- Design and handcode, front end development, of all special site features concept through completion

Senior Web Designer / Digital Director *Middlesex School* (5/2011-12/2014)

mxschool.edu

- Oversee all website design, development, and content
- Manage and create digital brand and visual identity
- Develop web communications and marketing strategy
- Expert in information architecture and UI/UX design
- Oversee content and design of social media channels and online videos
- Design and produce online HTML newsletters
- Translate web design features for print materials
- Shoot original photography
- Expert in accessibility standards and promote SEO optimization
- Oversee site analytics
- CMS implementation project management including creating site maps, wireframes, and quality assurance testing for Drupal CMS
- Design and handcode, front end development, of all special site features concept through completion

EXPERIENCE

Senior Web Designer *The Fletcher School at Tufts University (12/2007-5/2011)*
fletcher.tufts.edu

- Oversaw content and design for all Fletcher School websites
- Redesigned website entirely in house to be more user-friendly and engaging
- Managed and created digital brand and visual identity
- Developed style-guide to promote consistent branding and best practices
- Developed web communications and marketing strategy
- Oversaw content and design of social media channels, blogs, online videos, podcasts
- Redesigned site information architecture and navigation
- Produced online advertisements and HTML newsletters
- Expert in accessibility standards and promoting SEO optimization
- CMS implementation project management including creating site maps, wireframes, and quality assurance testing

Associate Producer and Designer *WGBH (4/2007-8/2007)*
engineeryourlife.org

- Produced educational interactive website featuring video content
- Oversaw pre and post production of all video content
- Helped develop content strategy and visual identity
- Rough cut edited video profiles
- Shot original photography and managed photo and video shoots
- Prepped all digital media and images for web

Graphic Designer *AMR Research (11/2006-4/2007)*

- Designed original supporting graphics for both web and print publications
- Designed report template for print, as well as designed and coded for web
- Proofread all comps
- Designed book covers for book series

Content Producer and Designer *XY tv (9/2003-4/2006)*

- Produced documentary series for nationwide network
- Collaborated with senior graphic designer on web design and content, and marketing collateral
- Responsible for the pre and post production tasks of developing story lines, scripting interview questions, and rough cut editing

Production Associate *A More Perfect Union (5/2001-10/2005)*

- Produced educational content for museum exhibitions, websites, and touch screen exhibits
- Developed and designed educational concepts for exhibits
- Prepped digital images and acted as assistant to Senior Designer
- Proofread all design comps
- Edited, researched, and fact checked all historical data
- Projects include [Plimoth Plantation](#), [Plymouth, MA—Online Learning Center](#), and The National Constitution Center, Philadelphia, PA—all interactive educational media

Communications Assistant *Wellesley College (5/1998-2/1999)*

- Managed Center for Research on Women website content, design, and maintenance
- Provided editorial support
- Provided Center technical support
- Designed and published Center's weekly news bulletin