

SPECIALITIES

- Proficient in creating wireframes, and interactive prototypes.
- Strong understanding of web standards, user experience and usability.
- Knowledgeable in designing interactions for desktop, web, mobile and touch screen devices.

- Graphical layout, typography, color theory and composition.
- Design Thinking, Human Centered Design and Usability Design

WORK EXPERIENCE

1 U.X. / Visual Designer SAP Current, Palo Alto, CA

- Produce desktop, tablet and mobile interfaces.
- Design & manage projects from user research through design validation.
- Create personas, use-cases, task flow, story boards & wire frames.
- Collaborate with customers, team members & stakeholders.
- Conduct Design Thinking workshops & co-create design solutions with customers.

2 Graphic Designer Spike TV 2011- 2012, New York, NY

- Designed: posters, flyers, billboards, DVD covers, video game advertisements.
- Devised concepts used in Ink Masters seen by 1.9 million weekly viewers.
- Formulated concepts for Spike Scream Awards seen by 4.1 million TV & on-line viewers.
- Developed designs and concepts for Spike TV's new reality show Rat Bastards.
- Collaborated with art directors and photographers in the development of concepts into print & on-line designs.

3 Graphic / Interaction Designer Thomas Jefferson University 2007 - 2010, Philadelphia, PA

- Acquired design expertise for medical, pharmaceutical and research industries.
- Designed: annual reports, posters, brochures, logos, Flash and HTML interfaces.
- Created work flows, wire frames, graphical layout of websites.
- Coded websites using HTML and CSS.
- Designed for 30 different departments within the Thomas Jefferson University.
- Responsible for designing and producing 80 design projects.
- Art directed and managed design projects and photography shoots.

4 Web Designer P4 Health Care 2006 - 2007, Philadelphia, PA

- Designed graphical layout of web pages and programmed using HTML and CSS.
- Create work flows and wire frames.
- Developed information architecture of P4 Health Care and adjoining sites.
- Designed Flash and animated web banners.
- Increased P4 Health Care web traffic by an average of 300 monthly hits.

5 Graphic Designer D4 Creative Group 2007, Philadelphia, PA

- Designed for Philadelphia's top 10 ad agency specializing in print & video production.
- Designed: high volume marketing direct mail, brochures and flyers.
- Assisted in generating concepts for campaigns, TV and on-line advertisements.
- Design production for multiple companies & prepared files for digital & offset printing.
- Managed multiple design and production projects.

6 Graphic Designer Creative Source Inc. 2005 - 2006, New York, NY

- Designed: books, brochures, corporate identities, business cards & web applications.
- Print production and execute branding guidelines from multiple corporations.
- Commissioned to design Deutsche Bank's View Point given to high investors.
- Redesigned Tiaa-Cref 529 Savings Plan used as a design standard for all 50 states.
- Promoted concepts, plans, marketing and design strategy to clientele.

EDUCATION

Parsons The New School for Design
M.F.A, Design Technology, 2012

University of The Arts
B.F.A, Graphic Design, 2005

DESIGN SKILLS

01 Computer

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|---------------------|------------|
| Adobe Photoshop | ●●●●●●●●●● |
| Adobe Illustrator | ●●●●●●●●●● |
| Adobe Indesign | ●●●●●●●●●● |
| Adobe Dreamweaver | ●●●●●●●●●● |
| Adobe Flash | ●●●●●●●●●● |
| HTML & CSS | ●●●●●●●●●● |
| Javascript & JQuery | ●●●●●●●●●● |
| Arduino | ●●●●●●●●●● |
| Openframeworks | ●●●●●●●●●● |
| Sketch | ●●●●●●●●●● |
| Axure | ●●●●●●●●●● |
| Processing | ●●●●●●●●●● |

02 Knowledge

Grid & Layout.
Good sense for typography.
Color theory knowledge.
Image editing.
Web usability.
Interface design.
Design thinking.
Usability testing.
Human centered design.
User research.
Branding.
Information design.

HOBBIES & INTERESTS



RECOGNITIONS



Parsons New School for Design.
Exhibited Thesis @ Anna-Maria and Stephen Kellen Gallery
New York, NY



The Hermitage State Museum.
Exhibited Sensoria @ Contemporary Interpretation of Love
St. Petersburg, Russia



Parsons New School for Design.
Exhibited Matryoshka @ Anna-Maria and Stephen Kellen Gallery
New York, NY