

SUMMARY

Forward thinking manager, mentor, designer, illustrator with thirteen years experience providing strong design leadership, creating engaging, elegant solutions for large scale projects on the web, mobile and print.

CAREER

Forum One Communications - Alexandria, VA **04/10 - Present**
Sr. Web Designer

- Visual design lead on client projects, support marketing needs and business development efforts for open source solutions.
- Oversee multiple design contractors on a per project basis.

Northern Virginia Community College - Sterling, VA **01/10 - Present**
Adjunct Faculty - Design for the Web I

America Online (AOL) - Dulles, VA **08/07 - 01/10**
Art Director - Marketplace Solutions

- Manage business client relationships setting expectations and delegating workflow to team of 4 designers in timely manner.
- Directed visual design team to create world class e-commerce user experiences for Shopping, Careers, Personals, and Mobile Desktop that continually increased uniques by 20% or more and made Commerce AOL's #3 revenue generator.
- Explore ways to streamline the process by pulling front end CSS production into design as well as implement and suggest new design standards for AOL saving time by 33%.
- Provide a creative, inclusive work environment for my design team, through mentoring and setting clear career goals.
- Utilized process management tools such as Wiki and Rally to share design files with business and development.
- Transitioned all Commerce channels from Bigbowl CMS to Blogsmith / Dynapub creating flexibility and content scalability.
- Lead and managed multiple redesigns of all AOL Commerce channels cutting download times by 45% reducing bounce rates by 13%.

Time Warner Cable / Road Runner - Herndon VA **12/99 - 06/07**
Sr. Web Designer

- Developed and managed the process for creation of daily images on the Road Runner portal successfully driving traffic deeper into the service and increasing usage numbers 15%.
- Increased traffic 13% and ad sales revenue 22% within Road Runner transactional channels, RR Personals, Shopping, Real Estate, Autos (BeepBeep.com) by developing promotional images and Road Runner header leading to greater navigation between channels.
- Designed and developed web pages, banner ads and graphical assets to be integrated into the Road Runner service for companies such as AOL, Rhapsody, HBO, CNN, AP, The Weather Channel, CNET, Atom Shockwave, MLB, NASCAR, Discovery and Music Choice.
- Worked with Road Runner Business Class to redesign their line of products resulting in a 2005 JD Power & Associates Award for Best Business ISP.
- Lead designer chosen to collaborate with outside design firm on 2004 all Flash redesign of Road Runner service that has won multiple design awards, increased traffic by more than 30% and generating millions of dollars in revenue.

The Aaron Group (Trade Show Design Firm) - Alexandria, VA **06/98 - 12/99**
Designer

- Designed manuals, signage and convention booths for associations across the country including the Federal Office Systems Expositions (FOSE) 2000 in Washington D.C. and National Cable Television Association (NCTA) 1999 in New Orleans.

Computer Information (Government IT Consultant) - Vienna, VA **02/97 - 06/98**
Technology, Inc.
Web Designer

- Designed, coded HTML and managed the CITI.com corporate site, CITI.net internet provider site and multiple Department of Defense web sites including the U.S. Army equipment supplier, Army Materiel Command.

SKILLS

Fireworks	Illustrator	Word press	Flash	Javascript	Premiere
Photoshop	HTML /CSS	3D Studio Max	PHP	Maya	After Effects

EDUCATION

Bowling Green State University, Bowling Green OH
BFA 2 Dimensional Studies with a Specialization in Computer Art - December 1996