

Employment

Shutterfly (Aquent Studios), Los Angeles, CA
Designer (Digital, Print, Production) May 2018 - Dec. 2020

- Completed 550+ projects crossing all digital channels and platforms, including integrated marketing, style guides, templates, CRM (email), site, app, social media, banner ads, marketing collateral.
- Collaborated with Aquent Studios and Shutterfly's project managers, Copywriting, Design, Marketing, and Development teams to create deliverables based on product owner's briefs.
- Maintained Shutterfly's style for their various brands, inclusive of seasonal treatments, retouching, workflow, processes.
- Designed artwork/assets based on client's style guides and mood boards to ensure integrated marketing. Organized photoshop layers/files, and distributed approved artwork to be implemented in subsequent projects of studios and client's design teams.
- Improved production by creating and/or enhancing templates to streamline organization, stylings, layout, auto-resizing, naming convention, and auto-export, resulting in more efficient deliverable process.

The Ellen DeGeneres Show (Telepictures/Warner Bros.), Burbank, CA
Web Designer & Front-End Development Nov. 2009 - Sep. 2017

- Designed and coded responsive pages for giveaways, contests, landing pages within customized Content Management Systems (CMS).
- Photoshopped conceptual ideas for social team to pitch executive producers for publication on all social platforms, including Twitter, Facebook, Instagram, Snapchat.
- Coded and co-designed a responsive email newsletter template, built and deployed weekly newsletters for over 3.2 million subscribers.
- Responsible for daily editorial, graphic and video content being scheduled and published, also handled various items for "People's Court," "Extra," "Bethenny," "The Real," "Judge Mathis," "True Crime Daily."

Freelance

Cedars-Sinai Medical Center, Los Angeles, CA
Design (Print) Feb. 2021 - Current

- Designed/updated patient facing and internal hospital forms using InDesign.
- Collaborated with project managers and internal designer to improve form templating and streamline processes.
- Review and revise translated forms to ensure forms meet brand guidelines and consistency.

Harbor-UCLA Medical Center - Pediatrics, Los Angeles, CA
Web UX/UI Designer & Front-End Development Jun. 2020 - Current

- Wireframed, redesigned, and built/coded Pediatrics Division section in existing hospital's WordPress website.
- Created improved user experience (UX) for recruiting residents in response to COVID-19 limitations.
- Strategized user interface (UI) solutions to renovated side navigation.
- Incorporated stronger branding/identity solutions, hand-coded styling to provide consistency across 50+ unique webpages.

Various, Los Angeles, CA
Designer (Digital, Print, Production) & Front-End Development

- Client within entertainment (CW, ExtraTV.com, SiriusXM), agencies (Be Grizzlee, DavisElen, Russ Reid), fashion (McGuire Denim), sporting goods (Bauer), consumer packaged goods (Healthy Munchy, First Fitness), licensed design (Nickelodeon) and startups.
- UX design and prototype, front-end development in WordPress/Drupal, responsive landing page design and development, responsive marketing email design and development, SendInBlue/Mailchimp template development, social and web ad banner design, web production and curation, print collateral design, packaging design, cross-platform and browser QA testing of web products.

Education

SUNY Westchester College, Valhalla, NY
Certificate in Digital Arts

Fashion Institute of Tech., New York, NY
Packaging Design, Continuing Education

SUNY Purchase, Purchase, NY
Bachelor of Music

Skills

Advanced Software Photoshop, Sketch, Figma, InDesign, Illustrator, Dreamweaver, Acrobat, CMS (WordPress, Drupal and proprietary), Adobe DAM, Google Docs, JIRA, Clarizen, ProofHQ, inMotion ignite

Proficient Software After Effects, Premiere, Final Cut, Animate/Flash

Advanced Coding HTML/HTML5, CSS/CSS3, Bootstrap

Proficient Coding PHP, JavaScript, jQuery, Jekyll