



## Objective

To bring forth my 20+ years of solid experience in creative design execution (print and digital), UI/UX design and web development. As a self-motivated designer and developer with exceptional collaborative and interpersonal skills; I am able to take an idea, work proactively with others and deliver projects efficiently in a deadline-driven environment. Throughout my experience, I have learned to approach each project with dedication, meticulous attention to detail and a can-do attitude. I am committed to providing value by bringing a digital edge and innovative spirit to produce business results for the team.

## Professional/Full-Time Experience

### UI Designer & Web Production Specialist

Avenue.com, Rochelle Park, NJ, 5/2016 – Present

- Update e-commerce website with new content assets utilizing company's Salesforce Commerce Cloud (fka Demandware)
- Translate design mock-ups into CSS, HTML & Javascript while following usability guidelines
- Trained new employees for new sister brand on utilizing e-commerce platform
- Defined best practices for responsive design, UI and user-testing to front-end development projects
- Helped increase visibility, conversion rates and user engagement by implementing SEO practices

### Design Supervisor (Titles Held Prior: Web Designer > Senior Web Designer/Developer > UI/UX Designer)

Pristine Capital Holdings, Inc., White Plains, NY and Remote, 5/2004 – 10/2015

- Design and art direction lead on micro websites, print projects and brand standards
- Responsible for daily maintenance of company websites, digital assets and video production
- Redesigned and front-end developed a user-friendly, standard compliant and SEO optimized website for Pristine.com
- User interface design and front-end development for sister website, Mastertrader.com using ASP.NET MVC, JQuery, HTML and CSS
- Create information structures through content hierarchies, site maps, map workflows, storyboards, wireframes and navigational models
- Help increase brand recognition and unity through the creation of marketing emails, social media strategies, newsletters and other promotional print items
- Conduct A/B testing on landing pages to measure customer's engagement and experience
- Research the online trading market business trends and implemented and adjusted design and technologies onto our business websites

### Web/Graphic Designer and Illustrator

Pro-Found Software, Inc., Teaneck, NJ, 10/2000 – 09/2002

- Designed all graphic materials for human resource department
- Creation of custom logos, web site layouts and animation for company and clients (Pro-Found.com)

### Web Producer and Content Designer

Hachette Filipacchi Magazines, Inc., New York, NY, 01/1999 – 10/2000

- Updated content for online magazines including the preparation of optimized images for website usage (premiere.com, womansday.com, travelholiday.com, boating.com, George.com and elle.com.)

## Selected Freelance Experience

MasterTrader.com, 2016-2019 – Website development and handled all aspects of e-commerce solutions.

NaviSync, LLC., 2016 – Created responsive emails, InDesign layouts and Powerpoint presentations.

Meridian Health, 2016 – Created engaging responsive emails and newsletters.

Daron Worldwide Trading, Inc., 2014-2016 – Created engaging responsive emails and newsletters.

Icahn School of Medicine at Mount Sinai, 2013 – Print advertisements for the 911 Foundation.

MyBellaPhoto.com, 2013 – Logo creation, SEO and WordPress theme design implementation.

Elle.com, 2002 – Online web production for runway shows.

## Skills

### OS Environments:

- PC/MAC

### Skill Set:

- Project/Design Management
- Marketing campaign development/management; print, social, web
- Ability to work independently/ collaborate with others
- User-centered Methodology
- ZoomForth
- Layout Design
- Responsive Design & Development
- Site Maps
- E-commerce Websites
- SEO

### Programming:

- HTML5 (Hand Coder)
- CSS2 / CSS3
- JQuery / Javascript
- Bootstrap
- CMS Development

### Design Software:

- Adobe CC Suite
- 3D Studio Max / Maya

### Other Software:

- Sketch
- Dreamweaver
- Acrobat
- MS Office Suite
- Camtasia
- Constant Contact
- Campaign Monitor
- Litmus
- Lyris
- Wordpress
- Salesforce Commerce
- MailChimp

## Education

### AVTECH Institute of Technology

Web Development Certification  
Piscataway, New Jersey, 1/2004

### The College of New Jersey

B.F.A., Fine Arts and Animation  
Ewing, New Jersey, 12/1998

## More Information

### Languages

English & Spanish

### Interests

- Technology
- Painting
- Drawing
- Learning
- Tennis
- Kickboxing

20+

YEARS OF EXPERIENCE