

## Skills

- Information Architecture
- Rapid Prototyping
- Section 508 Compliance
- Usability Testing
- Use Cases & Flow Diagrams
- Wireframing
- Axure
- Git
- Illustrator
- JIRA
- Photoshop
- Wordpress
- Bootstrap 3
- CSS3
- HTML5
- Javascript
- jQuery
- XML
- Agile Scrum Dev
- Coldfusion
- Linux
- Node.js
- PHP
- SQL

## Recent Work Experience

### **Mobile Insight (January 2012 - August 2013)**

**Coral Gables, FL**

***Creative Lead for mobile field force automation software facilitating store visit reporting and data analysis.***

- Analysis and redesign of legacy portal web app with a goal of IA/UI consistency and use on mobile devices.
- Implementation of front end designs through creation of HTML/CSS templates utilized by developers for redesign effort.
- UX design of new features to be implemented within Android, Blackberry, iOS, Android and WP8 mobile phones.
- Project meetings with stakeholders to determine and evaluate requirements, then present wireframed design concepts.
- Collaboration with stakeholders to rapidly understand business processes necessary to design & prototype new functionality.
- IA analysis to develop standards used as basis for an iterative UX redesign while evolving front end from Flash to HTML/CSS.
- Ad hoc meetings with offshore development teams to provide clarification and direction in front end development efforts.

### **Smarthinking (August 2009 - March 2011)**

**Washington, DC**

***Creative Lead for online tutoring provider offering writing reviews and live interactive sessions.***

- Stakeholder collaboration to better understand business processes and gather requirements necessary to improve workflows.
- Redesign of flagship web app developing UX/IA wireframes with a focus on usability, consistency and Section 508 compliance.
- Utilized discount usability testing methodology of Steve Krug's to evaluate usability of legacy web app and redesign prototype.
- Participated in creative agency vetting process for company re-branding and marketing website redesign effort.
- Directed UX consultant to speed development of wireframes and ensure consistency while meeting aggressive timelines.
- Met regularly with overseas development team to clarify requirements during sprint planning meetings.
- Monitored daily agile stand-up meetings with in-house dev team to ensure quality of continuing development look & feel.

### **Smarthinking (March 2007 - July 2009)**

**Washington, DC**

***Sr Graphic Designer for online tutoring provider offering writing reviews and live interactive sessions.***

- Participated in creative agency vetting process for initial branding of sister company StraighterLine.
- Used Photoshop to redesign StraighterLine website with focus on SEO & B2C sales.
- Oversaw of front-end coding to ensure design was executed correctly and proper semantic HTML/CSS techniques were used.
- Developed admin tool utilizing Flex & ActionScript 3 + web services with goal of speeding import of user records into the app.
- Redesigned process by which tutors processed student writing resulting in average time savings of 5 min per 30 min review.
- Redesigned customer support tools that empowered the CS team more efficiently and independently support clients.
- Worked within an Agile Scrum development environment serving as scrum-master on an interim basis.

### **Various Employment & Contracts (January 2000 - June 2009)**

**Washington Metro Area**

***Design & Development Contributor for several companies and projects.***

- Graphic design, website development, CMS configuration and database development.
- Technical liason, copy editor, digital photographer in multiple environments.