

EXPERIENCE

2007 – PRESENT

INSALA, LLC RICHARDSON, TX
UI / UX / FRONT-END WEB DESIGNER / DEVELOPER

- Design cross-platform digital and print work including company website, emails, digital ad campaigns, brochures, presentations, promotional materials and event installations
- Champion the continuity of and adherence to brand identity and standards
- Meet with team members to determine requirements and vision for design elements
- Work with Fortune 500 companies such as EY, KPMG, Deloitte to maintain their brand
- Translate client insights and needs into design concepts
- Lead large design projects through complete product lifecycles from early research, conception, and requirements gathering through development, release, and refinement
- Build out designs in Adobe Creative Suite
- Translate designs into HTML, CSS and JQuery
- Contribute patterns, guidelines and components to the design system
- Research and stay up to date on emerging design trends

2018 – 2022

SIGNET JEWELERS COPPELL, TX
FRONT END DEVELOPER

- Collaborate with Marketing and other stakeholders in the recommendation of enhancements to improve user experience, compelling design and brand consistency
- Build out and schedule promos as well as marketing landing pages in HTML and CSS
- Ensure designs are optimized for web and respective platforms

2005 – 2007

COMPUSA ADDISON, TX
WEB DESIGNER

- Achieved customer acquisition through innovative designs
- Worked with creative team to develop original and imaginative advertising layouts and designs to drive site traffic and sales
- In charge of e-mail campaigns, promotions, and day-to-day design
- Worked with in-house advertising team and vendors to design external marketing programs on MSN, CNET, and Yahoo
- Responsible for several site/homepage redesigns

SKILLS

UI / UX	DREAMWEAVER
HTML	FIGMA
CSS	XD
PHOTOSHOP	JQUERY
ILLUSTRATOR	SAP HYBRIS & BACKOFFICE

EDUCATION

2003 – 2005

HARTFORD ART SCHOOL WEST HARTFORD, CT
BFA VISUAL COMMUNICATION DESIGN Cum Laude