

I am a design leader combining a strategy driven & user centered design process with a business savvy methodology, leveraging consumer insights to drive growth in the entertainment, products, brands & agencies.

### qualifications

- Conduct usability studies, empathy maps. Shipped apps, tools, interfaces.
- Lead the product design process: empathize with users, define needs, ideate, prototype, user testing
- Lead the branding of entertainment experiences, facilitated brand design process for Fortune 50 companies and consumer products, illustrated icons and infographics for UI experiences, created videos and motion graphics.
- Leverage creative strategy framework to match user needs, and user research with creative storytelling and business goals through design sprints, iterative design and a record of fostering partnerships.

### education & certification

State University of New York at Buffalo, BA, Communication Design, Cum Laude

Google UX Design Certificate // 22

### skills

design & data	software
Usability Testing	Adobe Creative Suite / XD
Wireframing	
Interactive Prototypes	Adobe InDesign
HTML/CSS/JS/Dev	Adobe Photoshop
Flows, Journey Maps	Adobe Illustrator
Storyboarding	Figma / Sketch
Motion Design	Video editing
Branding & Illustration	Presentation
	Animation

### Morse Design Product Designer / CD // 16 – now

Led brand, concept design, and product design endeavours for SaaS, software, consumer brands, startups. Built digital social driven, campaigns, products, tools, apps, gesture activated experiences, interactive experiences, and presentations. Produced, storyboarded and edited videos for business and agency clients. Clients: Mosaic Labs, Labatt USA, Monster XP, Rivotto.

### Geopoint Data UX Creative Director // 20 – 21 // Contractor

Led the SaaS design improvements for real estate data aggregator product. Designed digital platform for new real estate agent brand. Created marketing strategy to increase investor leads. Designed brand for real estate agent platform.

### Fuse Ideas agency Visual Designer // 19 – 20 // Contractor

Designed a marketplace experience for National Grid. Created a pop up modular design system to drive traffic to energy saving products. Designed animated advertising campaigns for ESPN.

### Match MG agency UX Creative Director // 16 – 19 // Contractor

Designed physical and digital interactive experiences. Designed business presentations for eSports experiences, Jack Nicholas gaming restaurant proposal to Disney, Hollywood LA restaurant hospitality group for the Los Angeles Rams. Merged strategic insights with business goals through storytelling and creative theming. Clients: Cremo, Zippo, DirecTV, Spectrum, BCBS.

### Gelia B2B marketing Art Director // 10 – 13 // FT

Led creative B2C and B2B omni campaign creative direction, art direction and design for global automotive brands. Won gold award for TRICO TV Spot, and integrated campaign designs. Improved UX process in finding and installing auto parts for users vehicles on website and mobile. Improved and aligned internal team design processes.

### Cenergy activating brands Art Director // 07 – 10 // FT

Designed omni-channel campaigns (onsite + digital) for Comcast. Increased college market customer acquisition for internet and cable by 94%. Clients: MLB, NFL, NHL, Allergan (Abbvie), TBS