



About

I'm a visual designer with 10 years of experience looking for a remote role in digital brand marketing design. I'm a motivated, detail-oriented self-starter with a passion for beautiful brand experience that delivers meaningful experiences to customers. I have a growth-oriented mindset that thrives in collaborative environments in the intersection of Design, Marketing, and Product as well as a proven ability to balance creativity, project management and team leadership in a fast-paced environment.

Experience

Modsy

Senior Visual Designer II | Aug 2021 - Present

Lead all design efforts to increase SEO traffic and conversion on the Modsy marketing site in order to acquire new customers and drive sales. Concepted and strategized regular tests on our acquisition funnel and landing pages that lead to a 15% lift in sign up and purchase conversion. Defined and implemented the rollout of the new brand visual system to the marketing site and email campaigns.

Senior Visual Designer | Apr 2019 - Aug 2021

Support design initiatives across all marketing channels including email, paid social, direct mail, product launches and fundraising decks. Worked to improve brand visuals and ensure consistency across all touchpoints. Developed a more efficient project management process for the marketing team to work cross-functionally. Lead the design and expansion of our marketing website.

Art.com

Senior Visual Designer | June 2017 - March 2019

Working cross-functionally with the Product, Marketing and Merchandising teams, I designed homepage updates, daily emails, and landing pages as well as large scale marketing campaigns. In collaboration with the Creative Director, I worked on all stages of the company's rebrand from conceptualization to implementation.

Visual Designer | Aug 2015 - June 2017

Focusing on the AllPosters.com brand, I was responsible for the design of hundreds of daily email marketing campaigns and their localization to 12 languages for 14 countries. I also supported the company's launch of paid social and display marketing channels through design and iteration.

ZoomSystems

UXD Production Manager | Feb 2013 - Aug 2015

While managing the workflow of UX projects for a small team of designers and developers, I documented User Flows and wireframes to guide the production and timely launch of numerous kiosk shopping interfaces. As a team, we collaborated with brands and partners to improve the shopping experience and drive sales.



Experience

ZoomSystems

Production Assistant | June 2011 - Feb 2013

Supporting the Product Manager, I managed and edited product assets, maintained technical specification documents to guide project development and assisted with Usability Testing through the recruiting and scheduling of study participants.

3 Screen Productions

Graphic Designer | May 2010 - Mar 2011

As the in-house designer of a small B2B Marketing Company, I was responsible for designing email newsletters and print advertisements for nationally run paid television programs in addition to motion graphic elements featured on the broadcasts.

Education

Florida Atlantic University

BFA in Graphic Design | 2009

SFSU College of Extended Learning

User Experience Design Course | 2014

Skills

- Rebranding
- Growth Marketing
- Creative Concepting & Brainstorming
- A/B Testing
- Motion Graphics
- Presentation Design
- Project Management
- HTML
- CSS
- Wordpress
- Figma