



Experience

mindbodygreen

Senior Designer / December 2014 – Present / Brooklyn, NY

As senior designer, I focus on elevating mindbodygreen's brand through marketing, product, and editorial channels by collaborating with various departments and making striking, thoughtful, effective work happen across the board.

From art directing photo shoots, to bringing ideas to life through rich visual presentations, to designing fully responsive websites, to producing click-worthy graphics for our emails and articles, as well as provide creative direction to fellow designers – I aim to create work that makes a meaningful difference for mindbodygreen and their audience.

- Employing insights from user testing, stakeholder feedback, and business goals – produced a successful responsive site redesign, increasing site traffic, and enticing readers to spend more time on the site.
- Developed an improved newsletter experience by creating a design that was clean, approachable, clear, and on-brand that resulted in higher article click throughs.
- Realized several editorial images that elevated the articles and contributed to higher page views. Some of these images have been used in user testing and have continued to perform well.

Moment

Graphic Designer / May 2013 – December 2014 / New York, NY

In my collaboration with Project Leads, Senior Designers, and User Experience Designers, I've produced designs for a digital comic book platform, a responsive book club site, created prototypes, and produced user-centric work for a financial services company.

- Using our team's research, produced a high-quality visual service journey map that focused on real customer interactions and insights. It empowered the product team at American Express to do a better job serving their customers.
- Designed an onboarding walkthrough, and comic book detail pages for a digital comic book platform that focused on being intuitive, and comprehensive for the site's users.
- Executed visual design for the mobile breakpoint of a responsive book club site, refining concepts with prototypes and remote screen viewing applications (LiveView). Did a style audit of all the pages designed for the site to create a more systematic and developer-friendly design.

Atlantic Records

Web Designer / February 2011 – May 2013 / New York, NY

Worked directly with Atlantic Record's various recording artists to determine the creative direction of their online presence. Created designs for desktop and mobile websites, ebooks, social skins, banners, emailblasts, and other digital media. Responsible for supervising and directing interns.

- Designed a Spotify timeline celebrating the release of Matchbox Twenty's new album and reintroducing the fan base to the classic hits. Was widely received with huge fanfare and press from Mashable.

Education

Pratt Institute

2005 – 2009 / Brooklyn, NY

BFA in Communications Design
Concentration in Graphic Design

Morris County School of Technology

2003 – 2005 / Denville, NJ

Digital Design and Advertising

Achievements

Pratt Show

2009 / New York, NY

Selected by high-ranking design program faculty to exhibit work at an exclusive showcase in The Manhattan Center

Technical Excellence Award

2004 / New York, NY

AGC's Second Annual Graphic Arts Design Competition

Other

Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe After Effects, Adobe Flash, Keynote, Powerpoint, Final Cut Pro, Invision App Prototyping, Wireframe Prototyping, Specbing, Photography, and Art Direction

Interested in Psychology, Mobile Design, Responsive Design, User Experience and Motion Graphics.

Personal

Spanish speaker, green tea lover, fashion blogger, former Krav Maga assistant instructor, Muay Thai martial artist, fascinated with science, optical illusions and zen philosophy.