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## Experience Summary

Versatile designer with over 10 years of experience in digital cross-channel marketing, print and interactive design. As a visual designer, I focus on the user's needs in the mobile + desktop context where I provide elegant design solutions and experiences that are engaging, memorable and enjoyable

## Professional Skills

Design tools include:  
Adobe Creative Cloud

Design skills include:  
Mobile site design, display advertising, email marketing, responsive design, landing pages, interface design, checkout flows, app design for iOS

Technical skills include:  
Wireframing and prototyping utilizing UXPin and Keynote.  
Overall understanding of web production and capabilities in the digital realm (HTML, CSS, JQuery)

## Education

**School of the Art Institute of Chicago**

Certificate in Creativity and Innovation

**Savannah College of Art and Design**

**University of Wisconsin - Green Bay**

B.A. in Communication Arts - Graphic Communications

## Design Experience

**Founder // Tangelo Studios**

// Chicago, IL // September 2014–Present

Business and design consultancy; we provide creative elegant design solutions for small and large clients

Experience in e-commerce and conversion-focused sites; past projects include landing pages, responsive design, check out flows and forms

Design solutions focused on mobile-friendly as well as mobile-first approaches

Full Shopify deployment for new business owners; customization of templates and design

**User Interface Designer // Grainger**

// Chicago, IL // January 2014–September 2014

Full redesign/reskin of Fabory.com, a Grainger international online property

Close collaboration with Information Architects and Engineers to design engaging online experiences for Fabory customers

Project ownership also includes driving conversations around requirements gathering, prioritization, sprint planning and design reviews

Responsible for ensuring the UI aligns with the Fabory brand while concurrently creating a visual style guide for the website

**Lead UI/UX Designer // Montway Auto Transport**

// Des Plaines, IL // July 2013–December 2013

Lead the wireframing, prototyping and design of a booking engine that simplifies quote generation, job tracking, booking and invoice management for corporations like Atlas Van Lines

Instituted a project brief document that streamlined prioritization, requirements gathering, specified dependencies, strategy and success metrics

Standardized widget properties across all API partners leading to better data integration and quote generation

Redesign of company brand identity and style guide

**Art Director // Responsys**

// Chicago, IL // July 2011–July 2013

Oversee and orchestrate creative efforts among project managers, designers, copywriters, creative coordinators and HTML coders to ensure client's program objectives are successful in engaging their audience and maximizing revenue; client roster includes Orbitz Worldwide, Clearwire, Grainger and True Value

Prototype, wireframe and design of a W3 award-winning mobile site for the Responsys Interact 2012 conference; it provided easy, on-the-go, conference information to more than 1000 attendees made up of clients and prospects via their iOS or Android mobile device

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**Senior Designer // Responsys**

// Chicago, IL // November 2010–July 2011

Design of email campaigns and creative frameworks for Orbitz Worldwide and Southwest Airlines; proposed and presented creative recommendations to clients

**Graphic Designer // Dotomi**

// Chicago, IL // July 2009–November 2010

Design of online ad campaigns for Top 100 Internet Retail clients including Target, Bloomingdales, Staples, CafePress and TicketsNow; campaigns provided up to 30 percent in incremental lifts by optimizing creative and strategy via A/B and Multivariate testing

Designed pitches for clients such as GameStop, Best Buy, Urban Outfitters and Ann Taylor; creative presentations were instrumental in Sales Representatives' pitch efforts and resulted in the acquisition of new client business

**Freelance Graphic Designer // Moka Marketing**

// Chicago, IL // April 2009–December 2010

Concept development, design and execution of company logo, identity and website for the marketing boutique Moka Marketing; extensive creative support for Moka Marketing's clients such as Valcooks and Sweet Maple Cafe

**Freelance Graphic Designer // Providence Life Services**

// Tinley Park, IL // October 2008–July 2009

Design and production of collateral and marketing materials including brochures, ads, booklets and event tickets

**Freelance Graphic Designer // Cutting Image Salon**

// Charlotte, NC // May 2008–August 2008

Design and production of marketing and promotional materials, signage and packaging

**Freelance Graphic Designer // JC Thomas Marketing**

// Charlotte, NC // April 2008–August 2008

Concept development and design revamp of ads, marketing materials and website for The Dawson Academy

**Freelance Graphic Designer // WAM Asian Grill**

// Charlotte, NC // April 2008–August 2008

Identity design for an Asian fusion restaurant in the Parktowne Village Shopping Center

**Graphic Designer // LM2 - Advertising, Marketing & Interactive Media**

// Northbrook, IL // February 2005–October 2005;

April 2006–August 2006

Design and production of packaging, ads and brochures for regional clients including Lettuce Entertain You Enterprises, New West Realty and Terrapin Properties

**Graphic Designer // C&A Marketing Corp.**

// Elmhurst, IL // October 2005–April 2006

Design and production of packaging, collateral material, catalogs and ads for clients including Fellowes, CSC and Digitron

**Freelance Graphic Designer // FTD**

// Downers Grove, IL // October 2005

Retouching and preparation of images for upload into the FTD website catalog, facilitating customers to preview their varied selections

**Freelance Graphic Designer // Harper College**

// Palatine, IL // October 2005

Design and production of marketing and collateral materials including calendar of events and fliers

**Freelance Graphic Designer // IMS**

// Morton Grove, IL // January 2005

Creation and design of small, medium and large format displays as well as promotional material for The Home Depot nationwide

**Languages**

Fluent in oral and written Spanish and English; currently learning Brazilian Portuguese