

CAPABILITIES

USER EXPERIENCE

Strong understanding of digital communication including responsive design. Experienced in UX and UI design, wireframing and prototyping (Axure), graphic design (Adobe Creative Suite) and HTML coding.

MOBILE

Designed and managed the creation of the Recyclebank app for iPhone and Android.

Lead designer on Greer/Oralair's interactive visual aid (IVA) created to assist sales force.

SOCIAL MEDIA

Administered and created content for Pfizer, Recyclebank, Right Guard, etc. on various branded Facebook, Twitter, YouTube, Instagram and Flickr accounts.

VIDEO

Experienced in Final Cut Pro and non-linear video editing systems.

Shot and edited a Public Service Announcement for the Valerie Fund featuring Whoopi Goldberg.

PRINT

Experienced in Adobe Photoshop, InDesign, Illustrator and Acrobat

EDUCATION

NEW YORK UNIVERSITY NEW YORK, NY

Certificate • User Experience Design
January – June 2015

UNIVERSITY OF HARTFORD WEST HARTFORD, CT

Bachelor of Arts • Communication
Emphasis: Public Relations / Media
GPA: 3.49 • Cum Laude • May 2004

EXPERIENCE

UNITEDHEALTH GROUP | BASKING RIDGE, NJ

USER EXPERIENCE DESIGNER (Contract) • July 2016 – Present

- Responsible for design of UHG products to assist state benefit programs
- Creation of user flows, site maps, wireframes and prototypes for applications and website features using Axure
- Development of user personas
- Creation of website styleguides to aid development team and create brand consistency across all aspects of product

TIME WARNER CABLE | NEW YORK, NY

SENIOR INTERACTIVE DESIGNER (Contract) • December 2015 – July 2016

- Design lead for e-commerce marketing team in charge of TWC.com website refresh from wireframes to visual design
- Worked closely with product owners, development, creative directors and test & target team to create cohesive branding across channels throughout website
- Introduced new content features that work responsively on mobile, tablet and desktop

GHG SUMMIT (FORMERLY VOGEL FARINA) | SUMMIT, NJ

GROUP ART SUPERVISOR • November 2013 – November 2015

- Lead digital designer for agency with a focus on user experience and user interface design, mobile application and responsive web design, HTML emails, online advertisements and more
- Worked alongside digital strategists, user experience directors and account managers to create marketing solutions for healthcare companies and their sales force teams
- Contributed and was involved with new business pitches and client meetings

REVOLUTION DIGITAL | MORRISTOWN, NJ

SENIOR ART DIRECTOR • March 2013 – October 2013

- Created microsites, HTML emails, online advertisements, etc. for brands such as Pfizer (Advil, Centrum, ThermoCare, Chapstick) and Right Guard
- Provided social media support and direction
- Collaborated with account managers, programmers and creative directors to design unique engaging experiences

RECYCLEBANK | NEW YORK, NY

SENIOR INTERACTIVE DESIGNER • October 2011 – March 2013

- Managed and designed online banner ads, microsites, HTML emails, posters, etc.
- Provided art direction and guidance for brand
- Supervised team of junior and freelance designers as well as front end developers
- Developed brand guidelines for company
- Creation of visual identity materials such as registration letters, postcards, banners, etc.

COYNE PR | PARSIPPANY, NJ

SENIOR INTERACTIVE DESIGNER • October 2005 – October 2011

- Supervised and provided art direction and guidance to junior designers and developers
- Managed projects from budget and scope to deployment
- Designed and executed websites, microsites and banner advertisements
- Managed application builds, ad campaigns, website creation and more

MWW GROUP | EAST RUTHERFORD, NJ

ASSOCIATE ACCOUNT EXECUTIVE • May 2004 – October 2005

- Wrote press releases, speeches, Op-Eds and letters-to-the-editor
- Created, wrote and produced advertisements, direct mail pieces, newsletters, etc.
- Wrote content for websites