

Education

Art Institute of Tampa
Bachelor of Fine Arts
concentration in interactive media

Tools

Windows, Mac
Adobe Creative Suite, Sketch, Invision
Microsoft Office Products
HTML 5, CSS 3, jQuery
Joomla, WordPress
Visual Studio Code, GIT

Working Knowledge

Typography, Branding, Logo Design,
Web Design, Graphics, UI/UX, Print,
Rapid Prototyping, Style Guides

Objective

I'm a passionate creative/interactive designer with more than seven years of professional design and collaborative experience. I've become an expert in working with creative agencies, national brands, top-tier retailers, as well as small businesses, B2B and B2C. I'm currently looking to join a collaborative, forward-thinking workplace where I can leverage my creativity and experiment with new ideas to help an organization grow and thrive.

Work Experience

Senior Creative Designer, Triad Retail Media

October 2018 - present (for Walmart.com, CVS.com, Staples.com and OfficeDepot.com)

Train and educate fellow teammates in processes and CMS usage, disseminating design advice and direction. For 7 years, developed and designed numerous brand pages and media (online media programs) from concept to completion for Walmart.com advertisers such as Procter and Gamble, Whirlpool, Crest and Clorox on high profile/big-spend media campaigns. This led to working with additional retailers within my company.

Key Roles:

- Design national campaigns according to Walmart.com, CVS.com, Staples.com and OfficeDepot.com specifications and UI, targeting consumers along each step of their shopping journey.
- Advise and brainstorm with account managers and advertisers in best practices and user experience, while working between retailer and UI/UX specifications and brand-specific specifications and products.
- Tasking developers to build rich interactive experiences and tools to simplify the user's shopping experience leading to widely used modular page interactions that saved time, allowing for more robust brand pages.

Accomplishments:

- Worked with Product Development to reiterate the internal working processes of Copywriters, Project Management and Ad Operations by designing a new workflow to automate and simplify common tasks. This led to multiple iterations of UI/UX mocks in which copywriting and designing banners was streamlined into a live collaboration through process discovery. The end result was a successful redevelopment of a copywriter's web app used with a Sketch plugin.

Front-End Designer, Triad Retail Media

December 2012 to October 2018 (for Walmart.com)

Designed and developed brand pages, static media and Flash/Rich media from advertiser-provided assets, all while working with direction provided by Walmart.com advertisers

Key Roles:

- Designed according to Walmart.com specifications and UI, targeting purchasers.
- Built brand pages from design to completion.
- Mastered an understanding of Walmart.com ad specifications in order to produce creative and successful banner advertisements.

Freelance Design and Consulting

June 2018 - November 2019

Key Roles:

- Kelly Bonn, LLC: Consulted and conceptualized a personal logo and business card for print and web.
- Suncoast Credit Union: Collaborated with their internal IT team to integrate, design and build a lead-funneling landing page in SiteCore CMS, hooked into an advertisement campaign.

