

Highly creative and results-driven professional with extensive expertise in UI/UX design, front-end development, and graphic design. Proven ability to lead cross-functional teams and deliver engaging user experiences for events, productions, websites, mobile applications, and software. Skilled in visual communication, project management, and digital marketing.

ACCOMPLISHMENTS

- Increased email open and click-through rates by 65%
- Delivered print design solutions, reducing errors by 50% and finishing ahead of schedule
- Boosted product sales by 65% with a B2B site redesign
- Designed and developed hybrid and native mobile apps, increasing mobile site usage
- Founded a marketing business that increased client revenue by 60-100%
- Streamlined user onboarding and management on Salesforce CRM

EXPERTISE

Programming & Software: Adobe Creative Suite, Figma, Sketch, Adobe XD, Kentico, Headless CMS, VS Code, HTML, CSS, SEO, SQL, Javascript, balsamiq, jQuery, PHP, .NET, XML, XSLT, GitHub, Code Kit, Remote Desktop, SharePoint, Sass, Bootstrap, WordPress, SalesForce, Jira, Asana, Google Analytics, Adwords, Tag Manager, Charts, Microsoft 365, DonorDrive, Luminare

Marketing & UX Methods: Market Research, Competitive Analysis, Content Marketing, A/B Tests, User Research, Information Architecture, User Interface Design, Interaction Design, Usability Testing, Interviews, Surveys, Personas, Scenarios, Storyboards, Flowcharts, Wireframes, Interactive Prototypes

PROFESSIONAL EXPERIENCE

Art Director | Sr. Designer | Front-End Developer

03/2003 - Current

JEMEDINA Designs

Results-driven marketing consultant with a proven track record of developing and executing comprehensive marketing strategies for businesses of all sizes. Expertise includes website development, digital marketing, content creation, graphic design, brand management, and video production, with proficiency in creating compelling marketing collateral for diverse channels.

- We Are Sparks (Event Production)
 - Graphic Operations
 - Graphic Designer
- SARDIS (Event Production)
- McDonald's Corporation (Event Production)
- Presenation Intake
- Animation Design
- Presentation designer
- DePaul University
- ServiceMaster
- Aramark
- SIRS Electronics

Senior Designer

05/2024 - 10/2024

Harris County, TX (Contract)

- Lead and execute all phases of design projects, from concept to production, ensuring high-quality deliverables that balance visual appeal with functionality
- Contribute to brand strategy development and online presence by crafting compelling visuals
- Provide art direction and creative guidance to effectively communicate brand messages and achieve project objectives

PROFESSIONAL EXPERIENCE (con't)

Front-End Developer & Digital Designer

08/2021 - 05/2024

CITGO Petroleum (Contract)

- Redesigned and developed corporate website with improved UX and branding on the updated Kentico platform
- Maintained and updated websites, implemented new features, optimized UX, and ensured security compliance
- Designed and built engaging email campaigns and customer journeys in Salesforce Marketing Cloud
- Created digital assets (websites, emails, presentations) and analyzed site performance

Web Production Specialist

02/2017 - 08/2021

National Multiple Sclerosis Society

- Developed user-friendly fundraising websites for multiple sclerosis events
- Maintained and updated foundation websites on the Kentico platform
- Optimized website design and code to enhance performance and reduce load times
- Managed logo usage and provided graphics editing support
- Collaborated effectively with cross-functional teams to achieve project goals

Marketing Manger & Senior Designer

08/2015 - 02/2017

NOVO Dia Group

- Designed and conducted user research for native and hybrid mobile applications
- Contributed to the strategy and development of mobile applications
- Designed and developed microsites for targeted marketing campaigns
- Improved and maintained the company website for optimal performance and user experience
- Managed and designed marketing touchpoints across online and offline channels
- Analyzed Google Analytics data, tracking website traffic and user behavior

Marketing Manger

09/2014 - 08/2015

SIRS Electronics

- Redesigned and developed the company website, transitioning it from B2C to B2B
- Managed and hired creative professionals, building high-performing teams
- Executed marketing campaigns across various mediums, including digital, print, and social media, to maximize brand reach and engagement
- Created and managed PPC advertising campaigns through Google AdWords

Senior Graphic Designer

02/2013 - 01/2014

ASPS

- Created and managed member-facing marketing campaigns increasing engagement
- Maintained an e-commerce product shop to ensure a positive customer experience
- Designed a variety of marketing and communication materials, including annual reports, catalogs for plastic surgeon symposiums, booth designs, and periodical sponsor ads

EDUCATION

DeVry University, Addison, IL - Associates in Electronics & Computer Technology