

## DESIGNER/DEVELOPER/CREATIVE

Accomplished, detail-oriented designer and front-end developer with 15 years of experience, a reputation for learning quickly and being an innovative problem solver. Tireless brand advocate and collaboration specialist who thrives as part of a team that strives toward efficient solutions. Strong sense of integrity combined with experience, creativity, and enthusiasm. Ability to learn on the fly, meet deadlines, and handle high-pressure situations with composure and a sense of humor.

### Skills

- HTML/CSS/Jquery/Javascript - MySQL — *Intermediate, with an emphasis on front-end themes*
- Adobe CS (Photoshop, InDesign, Illustrator, etc.) — *Advanced*
- WordPress/PHP/MySQL — *Intermediate, with an emphasis on front-end themes*
- Bootstrap 3.0 — *Advanced*
- SDL Tridion — *Front-end and Content Author UX emphasis*
- Hootsuite/twitter/facebook/instagram — *Advanced, Social media content management*
- Asana, Podio, Twillo — *Advanced, Project Management tools*

### Talents

- **Innovate.** Collaboration with partners and clients to research and find the best solutions for their business needs including timeline, UX/UI, and budget.
- **Design.** Build a wide variety of material, including websites, apps, display ads, packaging, datasheets, POP displays, brochures, signage, manuals, books, and magazines.
- **UX/UI.** Website creation from the conceptual stage through design and implementation with a focus on mobile device integration; create multimedia presentations for projection and web use.
- **Illustration.** Generate original illustrations for logos, icons, and patent approval.
- **Operational.** Maintain and create highly effective work tools and methods such as databases, digital archiving systems, and work-tracking systems.

## WORK HISTORY AND EXPERIENCE

### Freelance designer/developer, Greater San Francisco Bay Area, March 2016 – Present

Designer/Project Management/Product Development

Provide freelance design and website development work for artists, creative and businesses. Provide production art on an as-needed basis to agencies and in-house design departments. Provide project management for creative project and small run fabrication. Work included websites, wearables, identity and brand standards development, image production, and social media strategy.

### Ace Monster Toys, Oakland, CA, July 2015 –Present

President

Provide day-to-day operational direction and public face of this non-profit (501c(3) organization. Develop and implement social media campaigns and initiatives. Runs the weekly meetings, organizes projects, sets meeting agendas, drives product and membership goals. Provided operational budgets and managed a team of up to 30 volunteers serving 120+ members.

**Wells Fargo Funds Management, LLC, San Francisco, CA, September 2012– 2016**

UX Developer / e-business consultant

Provide front-end programming, including responsive x-browser functionality and UX design. Code on-brand css and jquery based solutions for splash pages and site templates. Develop efficient content management strategies for internal and external clients. Automate marketing material generation from concept to end publishing. Provide technical support and front end design to support prototyping, UX and downstream publishing. Publish corporate content on a blogs, twitter and other social media. Collaborate on teams innovating the functionality and presentation of multiple websites with diverse needs.

**WORK HISTORY AND EXPERIENCE (continued)**

**Wells Fargo Funds Management, LLC, San Francisco, CA, March 2006 – September 2012**

Designer

Designed print and new media marketing collateral. Collaborated on procedures and systems to meet regulator (FINRA and SEC) standards and time-to-market goals. Received 37 peer recognition awards. Completed environmental design for tradeshow booths. Created a pdf mark-up/editorial communication program and provided live and remote training to support it. Designed direct mail campaigns for retail 529 plan customers and professional investment clients.

**Wells Fargo Wealth Management, Francisco, CA, March 2004 – March 2006**

Graphic Designer/Production Designer

Designed high-end, sophisticated print materials for high-net-worth clients. Produced a high volume of forms for retail brokerage clients. Collaborated daily with project managers to ensure an extremely efficient workflow. Participated as a contractor in a variety of support rolls for PowerPoint and sales collateral production design.

**Freelance designer/developer, Greater San Francisco Bay Area, September 2001 – February 2004**

Graphic Designer/Web Designer/Software Instructor

Provided freelance design work for publishers, artists, and businesses both small and large. Provided production art on an as-needed basis to agencies and in-house design departments in the greater San Francisco Bay Area. Work included websites, full magazine layout and production, POP displays, identity and brand standards development, image production, and design of printed material primarily for marketing and training use.

Relevant work experience prior to 2001 is available upon request.

**PROFESSIONAL MEMBERSHIP**

AIGA (2006 – 2011)

Bay Area WordPress Users (2009 – present)