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SUMMARY

I bring to life digital products centered on user experience; providing design solutions that are informed by user research, strategy and clear, consistent communication. My expertise is focused on leading corporate clients to meet their user's needs as well as reaching business goals.

CORE COMPETENCIES

User Research	Brand Identity	Problem Solving
Usability Testing	Digital Product Management	Project Management
UI Design	Content Development	Customer Relationship Management

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EXPERIENCE

2018 - present, Gartner Inc.
Lead UX/UI Designer, Freelance

- Solve for the best user experience aligned to industry trends, user data and business goals.
- Collaborate with dev team and product team to deliver a digital product that pushes boundaries.
- Define solutions while maintaining the latest web standards, trends, mobile first and responsive design.
- Work closely with business leaders on information architecture and re-defined content strategy.
- Translate wireframes into iterative designs based upon business priorities.
- Redesign mobile responsive website according to new brand guidelines and Material framework.
- Define style guide, design system and pattern library specific to Gartner for Marketers.
- Create interactive prototypes for review with product owner and demo to dev teams.
- Work closely with remote front-end development team using agile methodology, ensuring development meets designs.
- QA each 2 week release ensuring specs are met working with project team to correct bugs.

2017 - 2018, Henkel
Lead UX/UI Designer, Freelance

- Define and create user personas, flows and interactive prototypes informing user research testing next steps.
- Review user research and key business goals to define the best user experience for B2B e-commerce website.
- Translate wireframes into iterative designs based upon industry trends, best practices and user testing.
- Collaborate with multiple teams including business, product and development.
- Work with business owners to define requirements for MMP integration.
- Work closely with front-end development team based on agile methodology, ensuring development meets designs.
- Develop style guide, design system and pattern library for website rebrand.
- Define solutions while maintaining the latest web standards, trends, mobile first and responsive design.

2016 - 2017, Learning Technology Group (acquired Net Dimensions), Rocky Hill, CT
UX Designer, Digital Designer

- Define the user experience and design of infographics, desktop and mobile responsive websites.
- Conduct user research, interviews and surveys, and translate them into sitemaps, wireframes and prototypes.
- Prepare graphics and layout for e-learning course content.
- Lead daily scrum with project team managing and mitigating risk.

2015 - 2016, Optum, United Health Group, New York, NY
Graphic Designer

- Design of marketing materials communicating health and wellness content to consumers.
- Create and maintain brand identity throughout all print marketing collateral for site locations nationwide.
- Create email marketing and digital ad banners for web and social media plans.

2013 - 2016, LifeCare Inc., Shelton, CT
Digital Product Manager

- Increased utilization by 16% as a result of website redesign based on UX best practices and user research studies.
- Through research and data review, identified personas, created focus group questionnaires and gathered data to begin building requirements and ultimately wireframes, prototypes and designs.
- Participate in creating a content restructuring strategy resulting in reduced and improved content.
- Identify the work-flow analysis, back-end processes and front-end UX for e-commerce wallet integration as a new feature to the existing site.
- Define the UX and UI of the back-end CMS resulting in increased efficiencies of internal processes.
- Manage the product development cycle of various web properties including member website, public website and client specific mobile apps.
- Serve as the liaison between the technical teams and SMEs.
- Manage timeline and resources for content and product releases; track progress and report issues/risks.
- Author project plans, user documentation, technical and business requirements, test plans and release notes.

2011-2013, News America Marketing, News Corp., Wilton, CT
Senior Digital Producer

- Define the UX of microsites, back-end CMS and mobile app.
- Work with internal teams to define requirements, use cases and core product features for CMS and mobile app.
- Lead team of digital producers and designers.
- Conduct competitive analyses of other websites that operate in the same space.
- Lead digital projects through project brief, timeline, requirements and wireframes to development research & strategy, implementation and QA testing.
- Develop, deploy and manage email campaigns created in-line with major CPG client needs.
- Create, problem solve and manage email database queries, segmentations and sub-lists.
- Project lead for digital campaigns supporting major CPG clients: General Mills, Unilever and Victoria Secret.
- Develop digital production processes, training material and manage client/business expectations.

2010-2011, Reed Exhibitions, Norwalk, CT
Marketing Associate, Freelance

2010, ShelterLogic, Watertown, CT
Web Designer, Freelance

2010, Society for Biomolecular Science, Danbury, CT
Communication and Technology Support, Freelance

2009, Connecticut Distributors, Inc. Stratford, CT
Graphic Designer, Freelance

2006-2009, Hersam Acorn Press, Ridgefield, CT
Graphic Designer

education
2006, Western Connecticut State University, Danbury CT
Bachelors in Art, Graphic Design

technical skills
Sketch; Adobe Creative Suite: Indesign, Photoshop, Illustrator, Dreamweaver, Flash; Microsoft Office for Mac & PC; HTML, CSS, Javascript, XML; Balsamiq, InVision, Axure, Zeplin, Abstract
Email Marketing: Exact Target, DREAM; Project Management: Basecamp, JIRA, Mercury Quality Control, Microsoft Visio, Agile Methodology; Content Management Systems: Joomla, Insite, Wordpress, WooCommerce, LifeRay, Hippo, Adobe Experience Manager