

I specialize in

- Sales / Marketing Design
- Print design
- Illustration
- UI / UX Design
- Concept brainstorming
- Making things happen

I know

- Photoshop
- Illustrator
- Sketch
- HTML / CSS
- PowerPoint / Keynote
- After Effects

I excel at

- Working under tight deadlines
- Adapting to fluid requirements
- Being creative under pressure
- Managing projects and people
- Communication / collaboration
- Writing copy that sells

work history

UCSF Health - Design Lead, Marketing - Oct 2019 to Current

With the full-time Design Lead going on leave, I was brought into this contract role to cover design needs during the launch of the new UCSF Health website, as well as the start of development on a second, new site.

With my background in marketing design, I also took on some non-web design duties including a large print campaign announcing the new site's launch, Social assets and a mass-mailing campaign in SF.

BabyCenter (Johnson & Johnson) - Art Director, Sales - Mar 2014 to Sep 2019

My primary responsibility at BabyCenter was supporting the Sales and Sales Marketing departments through the conceptualization and creation of mockups and presentation materials for our top-tier advertising clients.

These included everything from PowerPoint and / or printed presentations, to emails, static-banner ads, trade show materials, etc.

Over my last year, I returned to my UI / UX roots as the Lead Designer for the Monetization team, where the focus was on designing new, engaging ad products for our partners.

Fun Fact: According to the coordinator at a Google facility where we gave a TED-like talk using a 40-foot-wide screen, we, quote, "Raised the bar" with our presentation. *(Cont.)*

Attracta Corp. - Creative Director - Feb 2010 to Feb 2013

Attracta was a small Napa-based company where the focus was delivering basic SEO services on a massive scale through webhosts. During my time there we grew the customer base from about 15,000 to over 2,000,000, and with only a small group responsible for all product development, the environment was rapid iteration and fast-paced production. Just how I like it.

In my role as Creative Director I was responsible for all things Design. From the UI / UX design of their core product, to trade-show collateral.

AOL Advertising - Contract Designer - May 2008 to Jul 2009

Working with AOL Advertising, my services were used when quick turnaround was essential. Supplementing the in-house design department, I was responsible for creating design products for use within the San Francisco office and its related functions. Products included: Business cards, letterhead, HTML emailers, PowerPoint presentations, t-shirt designs and large-format printed signage, among others.

MarketWatch (CBS / Dow Jones) - Senior Designer - Mar 1998 to Mar 2008

As Senior Designer at Dow Jones MarketWatch (formerly CBS) I was responsible for the creation of illustrations and infographics to compliment real-time financial news articles, page layouts for special features and various marketing materials.

I was also heavily involved in the creation of highly-successful proposals and final products for our many advertising clients, including: Budweiser, American Airlines, Charles Schwab, De Beers and Stolli Vodka to name a few. I am very proud of this work as we were on the cutting edge in the move from standard banner ads to the more targeted, dynamic advertising we see online today.

Fun Fact: The design proposals I created for Budweiser helped us land the first known \$1mm online-advertising contract.

Education

School of Communication Arts, Raleigh NC – 1994 to 1995

Certificate in Computer Art and Animation

Durham Technical College, Durham NC – 1992 to 1994

Basic college courses

Southern High School, Durham NC – 1990 to 1992

High School Diploma