

VISUAL DESIGNER & CREATIVE MARKETING MANAGER

Branding, User Experience, Design, and Creative Management

A creative professional with over 10 years of experience in visual design, branding, UX/UI, and digital media. Excelling in crafting user-focused designs, managing creative teams, and driving brand growth. Proficient in tools like Adobe Creative Cloud and project management platforms, combining technical expertise and strategic insight to deliver impactful, results-driven solutions.

CAREER HIGHLIGHTS

- **Project Management** – Partnered with the development team to deploy an HTML5-based solution, enhancing cross-platform efficiency and performance.
- **Team Leadership & Development** – Delivered user-friendly interfaces for SaaS platforms, enhancing navigation and usability for over **10,000 titles**. Collaborated with cross-functional teams, including developers and product managers, to implement designs with a **95%** pixel-perfect accuracy.
- **Branding** – As Creative Director, developed start-up company, 31Squares with CEO generating **1M** from investors and partners.
- **User Experience** – Created interactive dashboards and internal tools that reduced user task completion time by **30%**.

AREAS OF EXPERTISE

Adobe Creative Cloud
Design Systems & Style Guide
Wireframing & Prototyping

User Experience
Audio/Video Production
Project Management

Quality Assurance
Social Media Management
Cross-Functional Teamwork

PROFESSIONAL EXPERIENCE

XPanda Foam & Blue Hippo Creations | Orlando, FL

DIGITAL MARKETING | CONTRACTOR (02/2023 - Present)

Southeast manufacturer of quality expanded polystyrene products and custom fabrications.

- Produced, directed, and edited promotional web videos to enhance brand visibility.
- Designed marketing materials, including promotional banners, trade show booths, and branded apparel.
- Developed client-specific collateral and promotional one-sheets to support sales initiatives.
- Photographed and retouched company images for use in marketing and branding campaigns.

BlueToad Inc. | Orlando, FL

05/2011 – 12/2024

VISUAL DESIGNER (12/2014- 12/2024)

Leading digital publishing software provider of digital editions and Apps worldwide. Partnered with over 10,000 titles, delivers over 130 million pages of content each month, and has over 2,000 downloadable Apps.

- Led Creative Team and delegated tasks consisting of brand design, creative writing, social media, video, animation, and UX/UI.
- Designed branding guide, office stationery, advertising, sales promotions, marketing campaigns, publications, email newsletters, client based collateral for B2B and B2C, front-end website layouts, internal dashboards, and software solutions.
- Developed wireframes and prototypes for web and mobile applications, ensuring responsive designs optimized for all devices.
- Directed, filmed, and edited web videos and created motion graphic videos with voice-over.
- Collaborated with cross-functional teams, including developers and product managers, to implement designs with a 95% pixel-perfect accuracy.
- Conducted usability testing and A/B experiments to gather user feedback, driving design improvements that increased engagement by 15%.
- Created interactive dashboards and internal tools that reduced user task completion time by 30%.
- Liaison to the executive board, conducted weekly meetings with department leaders, and worked directly with our PR firm creating marketing campaigns based on results from Google Analytics and Google Ads.
- Prepared CEO presentations and designed show booths for industry trade show conferences in the US and UK.
- Managed social media platform accounts and published weekly app release note articles.

SENIOR GRAPHIC DESIGNER (05/2011- 12/2014)

- Designed intuitive interfaces for iOS applications, improving user retention by simplifying navigation.
- Spearheaded rebranding initiatives, including promotional campaigns and interactive digital publications, ensuring alignment with target user demographics.
- Provided creative support to the Sales and Marketing Teams.

31Squares | Orlando, FL

CREATIVE DIRECTOR (09/2013 - 01/2015)

Calendar app designed to help businesses and planners reduce the stress of event and attendee management.

- Developed a comprehensive dashboard and calendar application tailored for event planning and guest management.
- Designed promotional materials for large-scale billboard advertising campaigns.
- Crafted cohesive brand identity to establish and enhance visual and corporate presence.

Royall Advertising | Orlando, FL

GRAPHIC ARTIST (12/2008 - 08/2009)

Award-Winning Ad Agency with offices in Orlando and New York focused on creating amazing brand experiences through print, media & digital marketing.

- Constructed advertisements consisting of design, interface, and video for client retainers.
- Managed and optimized social media presence.

EDUCATION

BACHELORS OF ART | 2007

University of Central Florida, Orlando, FL
Communication - Digital Media

RELEVANT COURSEWORK

Advanced Video Post-Production, Studio Television Production, Single Camera Video Production and Editing, Writing for Electronic Media, Audio Production, Technical Aesthetics of Digital Imagery, Mass Multimedia Production, Desktop Publishing

TECHNICAL PROFICIENCIES

Adobe Creative Cloud | Photoshop | Illustrator | InDesign | XD | Premiere Pro | Audition | Lightroom | AfterEffects
InVision | Zeplin | Microsoft Office | Google Workspace | Buffer | Zendesk | Jira | Slack
Videography | Audio/Video Editing | Photo Editing | Social Media Management