

Skill Set

- **Lead roles:** UI/UX design, UX research, project management, public speaking/presentation, art direction, photography, videography and illustration
- **Platforms:** Mac OSX and PC
- **Content Management Systems:** SiteCore, WordPress and Microsoft Sharepoint
- **Software:** Figma, Balsamiq, Qualtrics XM, Adobe CC, User Testing, SEMRush, Analytics, Search Console, Microsoft Office, Zoom, and Microsoft Teams
- **Web Development:** HTML5, CSS3, PHP, jquery, javascript, .NET framework and XML

Qualifications

- Work well independently or in a group atmosphere.
- Always prepared to troubleshoot and problem solve.
- Dedicated to meeting the deadlines.
- Self-motivated and possess a strong work ethic.

Career Experience

User Experience Strategist (*January 2021 - present*) • Citadel Credit Union

- Implements a variety of user experience (UX) research within the User Testing platform, including; usability, A/B testing, product pages, campaigns, special offers, accessibility, surveys and competitor analysis.
- Gather relative data for research implementation.
- Conduct moderate, unmoderated and one to one interviewing with research participants.
- Create low and high fidelity prototyping for use in UX research.
- Conducts card sorting and tree testing research to understand the best architectures.
- Present UX research findings to key stake holders to support future decisions.
- Provide quality assurance testing on newly released web development.
- Collaborate with web development team.
- Led the launch of our search engine optimization strategy guides.
- Generated and released monthly reports.
- Develop and maintain the guide for specifications of website assets.
- Design graphics and video for digital use.
- Educate, train and produce reference documentation for colleagues.
- Improve website performance, increase user engagement and gain sales.

UX Designer Videographer (Volunteer) (*October 2019 - present*) • Appalachian Mountain Club - Del. Valley

- Lead creation of UI/UX design in prototype options and wireframe mapping to further improve usability and accessibility. Improve website architecture and create the WordPress custom theme.
- Develop a WordPress custom theme to fit our design. Edited the CSS3 to ensure functionality.
- Create videos for awareness of the organization. Shoot and edit video footage and motion graphics.
- Retouch photography and design graphics for use in social media. Write social media post with hash tags.
- Provide technical guidance for website improvements.
- Improve website performance, increase user engagement and gain sales.

Digital Designer (Contract) *(February 2019 - January 2020)* • PPL Corporation

- Designed graphics for use in social media, inner office digital display board and website.
- Layout copy/text and edit HTML and graphics for website.
- Captured and edit photography. Retouched graphics and design layout.
- Shot and edited video footage. Conducted interviews. Edited video footage and created motion graphics
- Created a revised UI/UX Design in prototypes and wireframe mapping to further improve usability and accessibility. Improved HTML5 CSS3 code on websites to make website more responsive on mobile devices.
- Created monthly and quarterly analytics reports.
- Created an accessibility/usability report to improve WCAG compliance.
- Provided technical guidance.
- Improve website performance, increase user engagement and gain sales.

Digital Designer & Web Developer *(April 2018 - August 2018)* • STUDIOetc

- Managed project workflow. Provided technical guidance to others.
- Worked directly with client. Designed exhibit graphics.
- Prepared files for output by print vendor. Ensured branding and production guidelines were met.
- Designed templates for other graphic designers to use.
- Implemented WordPress website updates. Modified website to improve usability and accessibility.
- Created and edited video. Captured photography and video.
- Improve website performance, increase user engagement and gain sales.

Digital Designer & UI/UX Designer *(March 2013 - March 2018)* • WSP USA

- Designed responsive UI/UX prototypes and implemented responsive front-end web development (HTML5, CSS3, jquery, javascript) for external website and intranet sites.
- Managed web development projects from start to finish.
- Led team meetings covering current website analytics.
- Set standards for graphics and web development project specifications.
- Developed a variety of responsive electronic newsletter email template designs.
- Coordinated and implemented photoshoots with employees.
- Designed tradeshow booth graphics and flyers for many events.
- Designed advertisements for a variety of medium/media.
- Designed interactive PDF forms containing conditional content.
- Created motion graphics and edited video footage for project videos and internal videos.
- Provided training to team.

Web Designer (Contract) *(September 2012 - November 2012)* • NGS Associates

Web Designer (Contract) *(February 2011 - June 2012)* • Health Advocate™

Web Graphic Designer *(April 2008-February 2011)* • Golden Laces, Inc. and related companies

Graphic Artist *(November 2005-March 2008)* • AEGON Direct Marketing Services, Inc.

Graphic Artist (Contract) *(July 2005 - September 2005)* • Tray Business Systems, Inc.

Electronic Designer (Contract) *(April 2004 - December 2004)* • Dudnyk Healthcare Group

Education & Training

- **Kutztown University of PA, Kutztown, PA • BFA, Communication Design Concentration in Graphic Design, Web/Multimedia Design and Illustration.**
- Received a certificate for continued studies in Adobe web design workshops at Maryland Institute College of Art
- Attended the Photoshop CS2 Power Tour
- Attended the Adobe web design workshop hosted by AIGA in February 2008.
- Earned a certificate in the Ektron Web Developers Course 2009.
- Received a certificate for Dale Carnegie Course, Skills for Success
- LinkedIn Learning/Lynda.com online courses since 2017.

Case Studies

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