

## Skill Set

- **Lead roles:** UI/UX design, art direction, digital design, project management, email design, skilled draftsman, photography, videography and illustration
- **Platforms:** Mac OSX and PC
- **Content Management Systems:** SiteCore, WordPress and Microsoft Sharepoint
- **Software:** Sketch, InVision, Adobe CC, Adobe LiveCycle, Microsoft Visual Studio, Google Analytics, Data Studio, 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

### **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.
- Provide technical guidance for website improvements.

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

- Designed graphics for use in website.
- Layout copy/text and edit HTML and graphics for website.
- 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.

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

- Implemented WordPress website updates. Edited electronic forms.
- Modified website to improve usability and accesibility. Revised company portfolio website design.
- Managed project workflow. Provided technical guidance to others.

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

- 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 project from start to finish.
- Collaborated with web developer and usability/accesibility team to build out the admin panel for a website.
- 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.
- Designed interactive PDF forms containing conditional content.

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

- Designed /developed landing pages.
- Created various email campaigns and reviewed campaign analytics.
- Designed website banner graphics.
- Contributed to UI/UX design review and feedback sessions.

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

- Designed /Developed landing pages.
- Developed front-end code for the catalog of marketing collateral.
- Improved website usability and functionality by making the design more accessible.
- Created various email campaigns.
- Designed website banner graphics.

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

- Led the design of new company identities with brand guidelines.
- Implemented wireframe map and prototypes for many websites.
- Led the UI/UX Design for multiple company websites.
- Collaborated with a website project manger to create UI Design for fitness website.
- Designed animated characters. Implemented interactive animations.
- Created various website forms.
- Reviewed website analytics and researched website users to provide feedback for any changes needed.

## Education & Training

- **Kutztown University of PA, Kutztown, PA • BFA, Communication Design, December 2003  
Concentration in Graphic Design, Web/Multimedia Design and Illustration.**
- Received a certificate for continued studies in Flash and Dreamweaver workshops at Maryland Institute College of Art in the summer 2005.
- Attended the Photoshop CS2 Power Tour 2007.
- Attended the Adobe Flash CS3 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 2013.
- LinkedIn Learning/Lynda.com online courses since 2017.

## Portfolio

[raundesign.com](http://raundesign.com)