

Profile

I'm a creative with a strong technical background.

I have an unrelenting focus on the end-user. An engaging experience is the first opportunity to build trust in a brand. I carry this focus through to the end of the development process, creating a product that is seamless and simple to use. I love to take the time to understand the whole picture, then dive into the details and hone in on what's critical to the success of a project. This allows the entire team to take complex problems and develop compelling experiences.

Experience

e10 inc – 2007-Present

Web & Technology Lead | UX/UI Designer | Front End Developer | Visual Designer

Creative Direction

- Developing the design and user experience for web and mobile applications from initial wireframe through final design stages
- Distilling the often "fuzzy" creative goals of a project into concrete actionable steps.
- Guiding clients through the branding and marketing process to clarify their promises to the customer.
- Leading design projects across web, mobile, and print for clients to establish and maintain messaging/branding continuity across all mediums.

Technology Integration

- Executing the creative visions of the designer to create user experiences to realize the full potential of the design using the most appropriate tool for the project.
- Leading external technology teams and interfacing with them on a technical level.
- Providing technology guidance for clients in need of direction on execution of ideas.
- Establishing relationships with external technology partners to allow internal resources to focus squarely on the company's core competencies.

Business Leadership

- Working with various stakeholders to monitor client deliverables, relationships, projects, and pricing to ensure profitable projects
- Managing project resources to meet business objectives for both my clients and my company.
- Establishing clear expectations of deliverables with my clients to assure continued beneficial relationships.

Fiskars – 2006-2007

Production Designer

Bethany Press – 2005-2006

Design Intern

Education

Brown College, Minneapolis, MN – Associates AS in Visual Communication, 2005

Skills

Creative:

UI design, UX design, User flow, Interface design, Brand design, Digital marketing, Videography & editing, Photography

Leadership:

Team management, Project management, Vision casting, Agile methodology, Budgeting

Development:

PHP, Javascript, CSS, HTML, Wordpress, Genesis Platform, Advanced Custom Fields, Gutenberg