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## SUMMARY

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Creative and efficient professional with over 15 years of experience in graphics, front-end development and marketing. Comfortable working as an individual or as part of a collaborative team, with several years of supervisory and team-lead experience.

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## SKILLS

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**Languages:** HTML5 (and earlier), XHTML, CSS3 (and earlier), SASS, jQuery

**Software:** Visual Studio, CoffeeCup, Adobe Creative Suite (Dreamscape, Photoshop, Fireworks, Illustrator), Inkscape, Microsoft Office, OpenOffice Suite

**Concepts:** Semantic Markup, Web Standards, Information Architecture, User Experience and Interface Design, User Testing and User Driven Design, Mobile and Responsive Web Design, Search Engine Optimization and Marketing, Accessibility, Microdata

**Other:** Graphic Design, Illustration, Corporate Identity and Branding, Corporate Communication

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## PROFESSIONAL EXPERIENCE

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### MidwayUSA, Columbia, MO

*Web Designer 2009–Present*

Responsible for design, front-end development and user testing for MidwayUSA's retail website. Researched and recommended project implementation, and served as lead designer on several major projects.

- Changed website organization and look and feel to improve customer experience and align aesthetic with brand identity.
- Updated checkout to improve process flow, ease of use and reduce abandonment.
- Reorganized navigation and enhanced search tools to improve the quality of results received by customers looking for products.
- Redesigned account management tools to allow customers to manage personal information, orders and payment information.
- Improved tools to allow customers to more easily sign up for, receive, and manage product arrival notifications.
- Improved product feedback system to allow customers to easily review and rate products, providing more information, while reducing the administrative overhead.
- Transitioned video library from Vidego to Kaltura in order to more efficiently deliver media content to customers.
- Implemented third-party solutions, including: Endeca, Kaltura and PowerReviews.

## **Garnet Hill, Franconia, NH**

*Senior Designer - Web 2006–2009*

Lead Web Designer, responsible for web design and email marketing, project management and trafficking and team supervision. Served as primary designer for larger projects and in support of parent corporation / inter-brand initiatives.

- Implemented Scene7 for product images in order to reduce administrative overhead for image creation and improve image delivery to customers
- Added Coremetrics tracking to improve quality of user data, and aid in marketing efforts.
- Designed and Incorporated related product offerings on key pages to increase conversions.

## **Bridgeleaf Studios, Rumney, NH and Pittsburg, KS**

*Creative Director / Co-Founder 2001–2006*

Founded company and led creative efforts in addition to information architecture and project construction. Also supervised up to five subordinates and was responsible for customer relations and project management.

- Client list included companies in ecommerce (The Black Dog, French Wine Merchant), technology (Avid Technologies, Monolith Technology), medicine (New Hampshire Medical Labs and Mt. Carmel Regional Medical Center), and several others.
- Bridgeleaf profits grew every year during tenure.
- All web design projects were completed on time and within budget.

## **E Swish Corporation, Manchester, NH**

*Chief Technical Officer 2000–2001*

Officer in charge of web development team, and lead graphic designer. Architected solutions and coordinated projects.

## **Northeast Internet Publishing, Hampton Falls, NH**

*Web Designer 1999–2000*

## **Cornice Communications, Andover, MA**

*Communications Technologies 1997–1999*



### **FORMAL EDUCATION**

## **Bachelor of Fine Arts, Illustration, with Design emphasis**

*Art Institute of Boston 1997*