

Objective | Alchemist

Experience | **Senior UX Designer / Acting Art Director** | TripAdvisor | November 2011 +
 Newton, MA – Creative lead for TripAdvisor Flights Group. Duties include art direction, experience strategy, information architecture, UX/UI design, prototype creation and creative freelance management. Projects range from proof of concept for new products to full site redesigns across all digital touch points: app, mobile-web, tablet-web and desktop. Work alongside usability testing to ensure all new features improve experience, increase traffic and generate revenue.

UX Designer / Senior Digital Artist | The Martin Agency | October 2010 - October 2011
 Richmond, VA – A digital utility player, my duties included: ACD overseeing a team of AD's and copywriters for digital *Pizza Hut*. AD and IA for microsites, banners and social for *Manpower*, *Kraft Breakstone's* and *BFGoodrich*. UX/UI consulting with traditional CD's and AD's to help steer digital initiatives for clients and new business pitches. Developed a curriculum and tutored creative department on proper digital techniques and guidelines.

Lead Interactive Designer / Information Architect | mediumbold | April 2009 - July 2010
 Boston, MA – Worked within a tight core team to design interactive sites and brand identity from initial strategy to final product. Projects ranging from smaller startups with complete branding packages and product development to enterprise level web applications utilizing social channels. Clients: *MIT Sloan Fellows*, *BU Law*, *Chestnut Hill Realty*, *Thomson Reuters*, *Swarovski*, *Equity National* and *Kivivi*.

Junior Interactive Art Director | Mullen | March 2007 - March 2009
 Wenham, MA – Worked in group consisting of a CD, copywriter and IA to produce interactive materials from initial strategy brainstorming to final product. Duties included concepting and design of websites, microsites and banners for clients, new business and retail campaigns. Clients: *GM Certified Used Vehicles*, *GM Credit Card*, *Panera Bread* and *Today's Military*.

Designer & Copywriter | Local Creative | January 2006 - August 2006
 Cheyenne, WY – Worked in collaboration with creative director and clients from concept to completion to produce strategic web, print, identity and signage solutions. Helped build the company from myself and the creative director into a full agency employing five staff over the course of one year. Clients: *LCCC*, *McMurry Foundation*, *High Plains Uranium*, *Manitou Art Museum* and *Be Well Wyoming*.

Freelance Art Director | 2004 +
 Full range of projects from brand strategy and consulting to design and code of websites, print advertisements, Flash banners, and illustrations. Clients: *Staples Advantage*, *State Street Global Advisors*, *Urban Science* and *Century Health Capital*.

Software | Proficient in Adobe Creative Suite: Illustrator, Photoshop, InDesign, Flash, and Dreamweaver. Solid grasp of HTML and CSS and ability to bridge the gap between PC and Mac platforms.

Education | **Bachelor of Fine Arts** | Colorado State University | August 2002 - May 2005 | *Cum Laude*
 Major in Art, concentration in Graphic Design; Minor in Theatre, Acting, and Directing.

Awards | 2012 MITX Finalist for Art Direction / Design of TripAdvisor mobile iOS app.
 2008 MITX Finalist for Art Direction / Design of todaysmilitary.com redesign.
 2008 Bronze NEDMA award for Art Direction / Design of "Why Mullen?"
 2007 WEBAWARD for Production Design of gmcertified.com redesign.