

## SKILLS

### Design

Graphic Design

Videography

Web Design

Email Design

UX Design

Prototyping

Print / Pre-press

Photography

Apparel Design

Prop-Making

### Software

Photoshop

Illustrator

Adobe Premiere

VS Code

Dreamweaver

After Effects

Adobe Audition

InDesign

Final Cut Pro

Microsoft Office

Sketch

### Marketing

Merchandising

Reporting

Data Analysis

Campaign Planning

Campaign Management

Vendor Management

### Programming

HTML5

CSS

## EDUCATION

### University of Wisconsin Whitewater

Whitewater, WI | 2000-2004

BA, Graphic Design

## INTERESTS & HOBBIES

Photography

Costume & Prop Making

Woodworking

Music Writing & Production

## PROFESSIONAL SUMMARY

I am a dynamic professional with a passion for art and design with more than 14 years experience, bringing creative ideas to life. I can take a project from concept to completion as both a member of a team and as the leader, to meet identified goals and objectives. I possess a strong sense of visual style and user experience that helps produce engaging and appealing creations.

## EXPERIENCE

### *Creative Manager* // **elImprovement LLC** // May 2017- April 2020

- Utilized lifestyle imagery and re-organized landing page layouts to create a better user experience
- Improved site traffic by implementing SEO best practices like targeting key words, managing metadata, and creating robust alt-text
- Increased conversion rates by redesigning and maintaining efaucets.com's front-end user experience through page design, html, and css
- Managed outside agencies for customer UX research and A/B testing that led to boosted conversion rates and better user experience.
- Improved internal workflow with Created an easy stream of workflow by establishing processes for creative requests from other departments

### *Media Production Specialist* // **elImprovement LLC** // September 2015 - May 2017

- Provided top-of-funnel video content by conceiving, filming, producing, and editing high quality videos, for efaucets.com YouTube channel featuring technical details, installation instructions, and companion parts of faucets and fixtures for kitchen and bath
- Produced animation/motion graphics for efaucets.com videos
- Curated and maintained media library of video, photographs, and audio for use of cross-functional teams
- In-house photographer

### *Graphic/Web Designer* // **elImprovement LLC** // February 2012- September 2015

- Produced quality graphics and banners for sales and promotions across numerous pages on efaucets.com
- Created a cleaner, more friendly user experience by prototyping, designing, coding and editing web pages and landing pages for efaucets.com
- Increased email marketing conversion after managing third-party vendor and then creating responsively-coded marketing email messages
- Designed in house graphics for company events and publications

### *Graphic/Multimedia Designer* // **Journal Times(Lees Enterprises)** // November 2006 - March 2011

- Designed high quality print graphics and advertisements to generate sales for local area business
- Created Flash advertisements to boost sales for local businesses on journaltimes.com
- Conceived, filmed, produced, and edited video commercials and promotions for numerous clients and local news stories
- Designed high quality graphics to enhance the visual story for print news articles
- Maintained a constant workflow of print advertisements and web graphics