

Creative. Organized. Resourceful.

With over 18 years of experience, I am an exceptional creative thinker who:

- Visualizes the big picture, tying design concepts to business and customer goals
- Approaches creative problem solving from many different perspectives
- Creates simple, yet impactful designs
- Improves user experience through data-driven design decisions
- Learns and inspires teams, sharing best practices and new technologies

SKILL SET

Graphic Design, brand development, layout, illustration, storyboards, animation, motion graphics.

User Experience, user testing, surveys, web analytics, feedback analysis and reporting, use cases.

Interaction Design, usability audits, paper prototypes, user flows, technical documentation.

Information Architecture, site maps, wireframes, workflows, user stories, content analysis.

Web Development, responsive design, HTML, CSS, jQuery, WordPress, SEO, cross browser testing, email marketing.

Project Management, client discovery, proposal writing, project specifications, scheduling, resource management.

ACCOMPLISHMENTS

- Led the redesign of myAltice Intranet, selected by int'l leadership as the model design system for Altice intranets worldwide.
- Played a key role on the 2017 global Altice rebranding team. Collaborated on preliminary design examples, employee communication tactics, and complete iconography.
- Illustrated a series of light-hearted watercolors, so well received by bank customers that a second series was commissioned.
- Produced an interactive emergency evacuation guide, praised by the CEO of a Fortune 100 company as “a benchmark for the level of training throughout our international company.”

EMPLOYMENT HISTORY

Senior Designer, Creative Services

Altice USA (formerly Cablevision) | September 2016 - present

Conceptualizes and creates marketing materials for Optimum and Suddenlink brands. Produces acquisition, custcomm, retention, and multicultural design tactics for residential and commercial markets. Often acts as liaison between creative and technical minds, consulting with internal teams and agencies to enhance customer and employee experience.

Improves overall email communications design and UX for multiple newsletters, offers, and customer communications. Developed a responsive email template system to optimize our internal agencies' speed to launch.

Illustrated colorful Optimum artwork as needed. Supports Corporate Communications with ongoing culture and employee initiatives. Seeks efficiencies for department workflows, specifically for email and digital banner projects, and authors detailed guidelines and best practices on both topics.

As **Lead Developer**, Internal Communications, delivered design and UX architecture focused on a best-in-class employee intranet. Integral team player in the complete site redesign, company acquisition communications, and ongoing company culture. Developed site architecture by exploring employee needs, executive vision, managing a full site content audit. Utilized wireframes, mockups, and user flows for more efficient team buy-in, approvals and expedited releases.

Provided strategy and design for an online tool for direct and transparent discussions between employees and company leaders. Designed data-merged print and digital employee guides for reimagined Performance Bonus program. Introduced and a clean, elegant style for all prominent internal/HR initiatives.

PREVIOUS CLIENTS

ADT, Altice, Altria, American Greetings, American Red Cross, AOL, Campbell's Soup, Cablevision, Carlton Cards, Cendant, Chase, Dentsply GAC, George Weston Bakeries, Hudson Valley FCU, Intrepid Sea, Air & Space Museum, Kraft, LIA, Loop-Loc, Mid-Atlantic FCU, Optimum, PepsiCo, Philip Morris, PRNDirect, Nabisco, NEC Technologies, Rivkin Radler, Suddenlink, Vaughn College, Warburg Realty.

EDUCATION

Long Island University, C.W. Post Campus (Brookville, NY) BFA in Mixed Media, advertising minor, May 1999, Magna Cum Laude

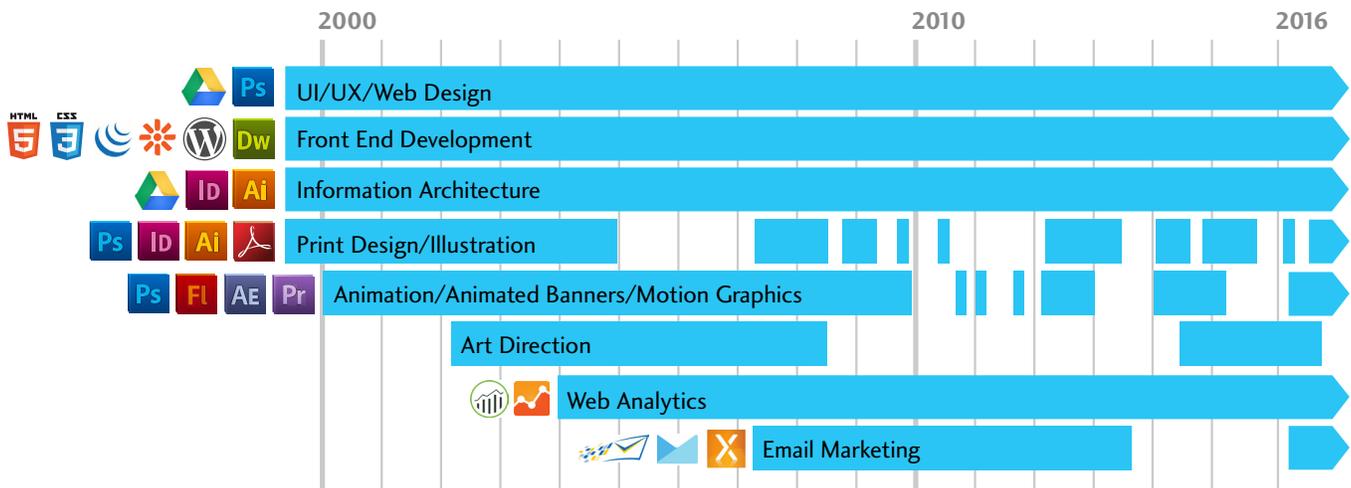
UX Certification from Nielsen Norman Group, achieved on October 6, 2015.



CONNECT

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TALENT TIMELINE



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EMPLOYMENT HISTORY

Lead Developer (continued)

Developed tutorial videos and led CMS training sessions for intranet content owners, noting best communication practices, Monitored intranet web analytics, identified KPIs for executive reporting, and developed dynamic dashboards for HR teams to gauge program effectiveness. *Promoted to Senior Designer in September 2016.*

Interactive Strategist

Austin & Williams, Hauppauge, NY | April 2007 – May 2014

Coordinated with account, content and development teams, to produce engaging customer experiences. Designed interaction with a focus on audience needs. Responsible for site architecture, wireframes, and technical documentation. Refined strategy by reviewing KPIs with clients and analyzing metrics to improve results.

Advocated best practices in usability, SEO, page optimization, and email marketing. Continued prior responsibilities.

As **Senior Art Director**, collaborated in all design and technical, discussions. Design lead for both web and print campaigns. Supported new business by drafting proposals, pitching and client interaction. Maintained web development process. Provided front-end development, cross-browser testing, illustration and animation as needed. *Promoted to Interactive Strategist in January 2010.*

Associate Creative Director, Associate Design Director, Graphic Designer

*Millennium Communications, Syosset, NY
January 2000 – April 2007*

Played a key role in all major creative projects. Worked directly with clients to present innovative ideas. Monitored campaign quality and progress to ensure results exceeded client expectations.