*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

**ACCOMPLISHMENTS**

* Led the redesign of the myAltice Intranet, which was selected by global leadership as the model design system for all Altice brand intranets worldwide.
* Played a significant role in the 2017 global Altice rebrand. Built preliminary design examples, intranet design system, and complete iconography library.
* 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.”

**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

**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.

**Lead Web Developer, Internal Communications***Altice USA (formerly Cablevision) | May 2014 - September 2016*

Lead design and user experience architect focused on delivering 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 maintained a clean, elegant style for all prominent internal/HR initiatives.

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.

**EMPLOYMENT HISTORY (continued)**

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

Coordinated with marketing, content and development teams, to produce truly engaging customer experiences. Designed user interaction models with a strong focus on audience needs. Responsible for web architecture, wireframes, and documenting technical specifications. Further refined strategic execution by reviewing conversions with clients and analyzing metrics to improve results.

Constantly advocated best practices in usability, SEO, page optimization, and email marketing. Encouraged team discovery of cutting-edge methods in responsive design and coding. Continued previous responsibilities supporting new business.

As **Senior Art Director**, collaborated in all design, technical, and strategic discussions. Acted as design lead for both web and print campaigns. Supported new business by drafting proposals. Interfaced with vendors and clients, managed projects, and maintained web development process. Developed front-end code, including thorough cross-browser testing. Provided illustration and Flash development. Promoted to Interactive Strategist in January 2010.

**Associate Creative Director**
*Millennium Communications, Syosset, NY*  *| January 2000 – April 2007*

Played a key role in all major projects. Worked face-to-face with clients to present on-the-spot innovative ideas. Monitored campaign quality and progress to ensure results exceeded client expectations. Constantly challenged and inspired team of five artists and reported directly to CEO. Continued to manage all creative processes and assisted with hands-on production.

As **Associate Design Director** managed department traffic, developed project schedules, created site maps, and organized site content while continued designer responsibilities. Promoted to Associate Creative Director in May 2005.

As **Graphic Designer**, was lead artist for print, web, and multimedia projects. Composed original music, researched new audio/video technologies, and authored presentations and online learning modules. Promoted to Associate Design Director in March 2002.

**Media Specialist**
*VCG2, Princeton, NJ | June 1999–January 2000*

**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.