

Branding | Graphic Design | Web Design | User Interface Design | Corporate Identity | Marketing Communications

KEY SKILLS

Graphic Design | Responsive Web Design | User Interface Design | HTML | CSS | Creative Direction
Concept Presentations | Branding | Communications | Search Engine Optimization | Content Management
Customer Relationship Management | Storyboards | Site Maps

ACCOMPLISHMENTS

- Increased visibility & potential market 10-15% by expanding designer role to include sales
- Increased website conversions 30-40% over course of 3 website re-brandings
- Increased product sales 18% & vendor co-op participation 10% by building warehouse distributor website
- Created opportunity to teach web design certification course
- Reduced printing \$10,000, increased new orders 10%, designed easier access to products with catalog redesign
- Provided 30% increase in employee engagement and external marketing by designing line of branded merchandise
- Enabled design studio to pitch more effectively to wider audiences by designing cutting-edge presentation package
- Increased vendor investment 25% by creating new visual standards for wholesale marketing materials

TECHNOLOGY

Adobe Creative Suite: Photoshop - InDesign - Illustrator | QuarkXPress | HTML | CSS | ADA Compliance
Content Management Systems | WordPress | SEO | Microsoft Office: Word - Excel - PowerPoint – Outlook
Project Mgt: Basecamp - Trello | Windows & Macintosh

EXPERIENCE

Web Designer	Berkeley College • Paramus, NJ
Creative Director	Armor Deck • Saddle Brook, NJ
Graphic Designer	Bear Brook Design • Washingtonville, NY
Graphic Designer	Crestron Electronics • Rockleigh, NJ

EDUCATION | CERTIFICATIONS

Certified Web Designer	<i>LasComp Institute of IT</i>
Web Design I and II	<i>Berkeley College</i>
Advanced CSS Making Type Talk	
Corporate ID Real World Design	<i>School of Visual Arts</i>
Advertising Design	<i>Ducret School of Design (3-Year Diploma)</i>
Associate in Arts	<i>Ocean County College</i>