
Well-organized and highly motivated creative professional with over 12 years of web, mobile, and interactive UX/UI design experience. A creative solutions thinker with the ability to transform a myriad of data driven information into a simple, yet compelling, end user experience. Proven history of UX/UI design and strategy, web development, advertising and editorial integration, and staff management. Shares a commitment and passion to great visual design in accordance with best practices and standards—designs that work in the real world.

EXPERIENCE

Digital Media Design Director William H. Sadlier, Inc., New York, NY
September 2003–Present

- Determined the look and feel of all digital products for a private educational publishing company. Involved in every aspect of user-focused UX/UI, from brainstorming concepts and wireframing to usability testing and compliance. Implemented web design parameters, style guides and visual standards. Products included web pages, mobile apps, interactive tutorials, games, multimedia presentations, digital editions, tutorials, Learning Management Systems, and more.
- Designed and helped launch the Sadlier Shopping ecommerce site which currently has online sales of \$10,000,000. Designed and implemented a highly functional and hugely appealing company intranet using the free CMS Joomla.
- Managed as many as five designers, maximizing team productivity and cohesiveness.
- Experienced with managing offshore tech projects.

Principal/Creative Director Carson Interactive, Chatham, NJ
May 1996–Present

- Principal of a full service interactive design company that specializes in web and mobile UX/UI design and development.
- User-focused UI/UX wireframing and prototyping for iPhone & iPad apps (Aurnhammerllc, Bass Pro, Mass Mutual, Bostch Stanley, and more).
- UX/UI designer and developer of content rich, data driven web sites. Clients include upinverters.com, chathamedfoundation.com, kevincrousdeaudriodesign, and aurnhammerlld.com.
- Created complete branding packages as well as singular logos. Have also designed book covers, books, magazine ads, wine labels, posters, newsletters, etc.

Web Art Director Silver Editions, New York, NY
January 1996–August 2001

- Created visual design and assets for the launch of usa.schools.com. Also designed company site for silvereditions.com with online portfolio.

Art Director McGraw-Hill, New York, NY
January 1996–August 2000

- Art directed complete text and ancillary programs for Grades K-6 Math, Science, and Reading.

SKILLS

- UX strategy & planning, UX & UI design for mobile and web, wireframe creation, prototype development
- Adobe Photoshop, Illustrator, Flash, InDesign, Dreamweaver, K-4, HTML5, CSS3
- Proficient with CMS's Joomla, osCommerce, and Drupal.

AWARDS

- Contributed screen designs for the iPhone app Save! The Game-I.F.C.A. 2010-Award of Excellence for Mass Mutual.
- New York Book Show, First & Second Place, School Publishing, 1996, 1999, 2003, 2006.

EDUCATION

- School of Visual Arts, New York, NY
- University of Denver, Denver, CO