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## QUALIFICATIONS

- Experienced Marketing and Technology professional with extensive design, and development expertise.
- UX/UI expert with experience wireframing, creating user pathways, and analyzing user behavior.
- Proficient in most applications and web tools, including: Adobe CS/CC, MS Office, Sketch, Balsamiq, Adobe XD; fluent in HTML, CSS, JS, PHP (*and more*).
- Knowledge and expertise in best practices and capable of developing, organizing and maintaining files in accordance.
- Experience marketing, creating graphics and photographs for social media campaigns.
- Ability to work well as part of a team; adept at learning quickly and proficiently with an innate problem-solving capability.
- Experienced as a small business owner and director with the ability to delegate and prioritize tasks.
- Strong design and typographic aesthetic and understanding.

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## ACCOMPLISHMENTS

- Barclaycard Annual Marketing Award for role in acquiring JetBlue as a partner. *January 2014.*
- Slide Show Pro Excellent Website Award for [baiadaphotography.com](http://baiadaphotography.com). *March 2010.*
- Gold Ink Award, Awarded to Structural Graphics. *January 2008.*
- Hermes Creative Award Gold Winner, Awarded to Structural Graphics. *January 2008.*
- The 14th Annual Communicator Award, Awarded to Structural Graphics. *January 2008.*
- The Advertising Club of Delaware Award & Scholarship. Best in Graphic Design. *2003.*

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## EDUCATION

2003 – 2005

**The Pratt Institute, Brooklyn, NY** — *Communications Design*

2001 – 2003

**The Delaware College of Art & Design, Wilmington, DE** — *Graphic Design*

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## EXPERIENCE

2001 – PRESENT

**UX / UI Designer / Developer / Creative Director** — *Geoff Matheson Studio, Wilmington, DE*

- Currently providing Freelance UX design and responsive front-end web development for interactive agency: Catalyst Visuals.
- Design and development of custom WordPress website — including a system to control inventory, multiple data sets, and cross reference pdf sellsheets — for international synthetic oil manufacturer: Ultrachem Inc.
- Provide multiple design and development services for a broad range of clients, including agencies, international corporations, and small / start-up businesses.
- Significant experience building robust web experiences that vary in industry and include iteration based design and development, starting with sketches, wireframes, digital prototypes, and managing projects through to launch / completion.
- Consulted with GOLO eCommerce site to optimize user experience, performance, and SEO.
  - Achieved the goal of being one of the most googled names in their industry, in 2017.
- Brand identity design and website development for a variety of small businesses: ITMS Inc., Pearce & Moretto, IMS Lawn, Woodin + Associates, GTI Millwork, Lightwork Photography, Baiada Photography, H.O.M.E., Qnectus, Old Brandywine Village, and many more.

9 /2018 – 1/2019

**Sr UX / UI Designer** — *United States Liability Insurance Inc., Wayne, PA*

- Served as advisor of UX within Technology and responsible for introducing Experience Design.
- Advised the company through building 2 UX teams — interviewed, and created 2 Scrum teams focused on UX.
- Created lo-fi / hi-fi sketches, wireframes, mockups, and prototypes — using documentation of the existing app.
- Extrapolated specific information and statistics that allowed us to identify the users' persona, how the user behaves within the app; discovered pain points and enabled appropriate solutions.
- Wrote several UX surveys created to get real users' opinions, which helped shape the new dashboard app — distributing usable criticism to allow for a better customer experience.
- Conducted interviews with internal stakeholders and employees that were actual users of this application.
- Provided recommendations for design solutions and aesthetics — resulting in a delightful, modern UI — advising and working with the first UX Scrum team.

5/2017 – 8/2017

**UX / UI Designer / Front-end Developer** — *The Vanguard Group, Malvern, PA*

- Contract as part of the UX design team, as liaison to technology and marketing, helping to successfully reach several time critical deadlines on web interface projects.
  - Assisting in user research, wireframing, prototyping and front-end web development, using HTML / CSS / JS, Angular, and Adobe CC.
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7/2016 – 4/2017

**UX / UI Designer / Front-end Developer / Art Director — *Mobius New Media, Wilmington, DE***

- Led web design and development jobs for several small to mid sized businesses and non-profits, creating well-executed, thoughtful designs that focus on user experience.
- Created data-driven web projects, conducted usability tests, and presented to clients.
- Rapidly prototyped web experiences using sketches, wireframes, digital / code mock-ups.
- Creating graphics, photographs, videos and other marketing for social media campaigns.

4/2014 – 7/2016

**UX / UI Designer / Art Director — *Barclaycard, Wilmington, DE***

- Proven track record of producing beautiful designs for partner brands: Apple, American Airlines, JetBlue, NFL, L.L.Bean (*and more*) — designing web pages, emails, banners, direct mail, flyers, posters and environmental graphics with the aesthetic of that partner's brand identity.
- Creative liaison to the Social Media team—designed and developed social media campaigns.
- Designed and developed an intranet microsite that outlined the entire organization's objectives and 5-year plan with a data tracking website, while working with the UX team, CEO and Executive Committee.
- Redesigned the Choice Privileges credit card, leading this project and being the liaison between the design, brand and legal teams. Went on press and worked with the manufacturer through production.

12/2006 – 2/2008

**Graphic / Package Designer — *Structural Graphics, Essex, CT***

- Directly involved in all facets of the creative process for this agency, and evaluated design, production and preparation for high profile, insightful dimensional direct mail campaigns for: HBO, Cinemax, Honda, Nikon, the CIA, Nickeloden, GSK, Pzifer, Astra Zeneca (*and more*).
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