

I am a confident leader with exceptional instincts for user experience and a solid business mindset. I have the skills to translate both business and technology needs into clear, customer-focused solutions. I prioritize project management, responsiveness, flexibility, and collaboration.

With over 20 years of experience in delivering user-centered digital design products for various complex initiatives, I have successfully navigated projects from strategy to execution across multiple channels, including web, mobile, social, and email.

Additionally, I bring more than 15 years of leadership experience as a people manager. I am excited to join a team where I can contribute and make an immediate impact.

## SKILLS & SOFTWARE

Core Competencies		Management	Design	Development
Team Management	Front-End Dev	Asana	Photoshop	HTML/CSS
Project Management	Agile Development	AtTask	Illustrator	JS/jQuery
Creative Direction	Branding	Jira	Premiere	Custom CMS
Creative Vision	UX/UI Design	Microsoft Office	Figma	WordPress
Product Design	Wireframing		Sketch	Webflow
			InVision	

## EDUCATION

May 2000 - Bachelor of Fine Arts in Graphic Design  
Florida Atlantic University — Boca Raton, FL

## PROFESSIONAL EXPERIENCE

### Creative Technologist

May 2017 - Present

Banyan Hill Publishing — Boynton Beach, FL

- Manage the design and front-end development of investment video promotions and financial publishing products
- Led and mentored a team of UX designers
- Successfully implemented Asana and Project Management protocols to maximize the efficiency and productivity of the organization

**Creative Director**

Jun 2010 - Mar 2021

H-Innovations Corp (Self-employed) — Boca Raton, FL

- Led the UX Team in the creation of a mobile rewards program for Toyota dealerships, which included the creative direction and management of all wireframes, high-fidelity mocks, prototypes, UX/UI elements, and journey maps
- Consulted with clients, identifying and implementing methods and tools that met the goals of the business
- Partnered with clients to develop UX and UI frameworks for reporting visualizations

**Creative Director**

Jul 2010 - Dec 2014

Deluxe Rewards — Boca Raton, FL

- Led a Creative Services Department of over 30 professionals with multiple direct reports to strategize, design, and execute rewards programs based on client objectives
- Responsibilities included managing, inspiring, and motivating a growing Creative Services Team of Digital Art Directors, Senior Designers, Front End Developers, Email Experts, Copywriters, Photographers and Content Management Experts
- Implemented a daily agile design process which improved accuracy and speed of deliverables across the organization
- Focused on building company culture and increasing employee engagement
- Successfully developed online rewards programs for Verizon Smart Rewards, AARP, and Citibank for mobile and desktop platforms

**Creative Services Manager**

Jul 2007 - Jan 2010

ScriptLogic Corporation — Boca Raton, FL

- Managed the Creative Services Team in conceptualizing and producing digital marketing initiatives for IT software products
- Conceptualized and implemented online ad campaigns which resulted in over 25,000 online leads per quarter
- Implemented a CMS platform to control online product marketing which allowed the company to improve the marketability of products

**Design Manager**

Jan 2006 - Jul 2007

Internet Advertising Group — Coral Springs, FL

- Responsible for the creative direction of all websites, email, and marketing material
- Designed SEO-based landing pages and websites for lead-generation initiatives
- Worked closely with the Affiliate Marketing Team on producing weekly ads

**Sr. Art Director**

Mar 2003 - Dec 2005

eDiets.com — Deerfield Beach, FL

- Directed an interactive magazine with Atkins, Slim-Fast, and The Zone Diet
- Oversaw the art direction of freelance Graphic Designers
- Filmed and directed recipe videos for the eDiets.com online recipe club