

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST 2013-PRESENT

IEEE · Piscataway, NJ

Leading the definition of a newly formed team that will promote consistency and innovation for IEEE in the Digital space; managing PR firm in development of content for IEEE social media channels; leading an initiative in collaboration with IT to establish an organization-wide mobile strategy; identified the need for a branding guidelines and resources site for internal use, received approval for project from IEEE leadership after presenting user personas

WEB GRAPHIC DESIGNER 2009-2013

IEEE · Piscataway, NJ

Lead web designer of the in-house creative solutions group for IEEE, the leading international association for technical professionals; specialized in design and implementation of user interfaces, mobile, social media, content management systems, and related web-based interactive media; regularly attended web and interactive conferences to strengthen IEEE web efforts using latest industry trends and strategies; developed and managed online UX and marketing efforts associated with IEEE's largest product, the IEEE *Xplore* Digital Library

IEEE 2011 ANNUAL REPORT SITE, *responsive site design and development (www.ieee.org/annualreport)*

- Designed and developed an innovative and intuitive responsive site that more accurately represented the IEEE brand
- Managed development vendor and coordinated efforts of internal IEEE staff to ensure proper implementation of design and functionality to the satisfaction of partners and upper management
- Developed expertise in web analytics through user testing sessions and metric analysis to assess usability and user behavior
- Presented recommendations to IEEE leadership based on findings from user testing and metric analysis, resulted in the approval of a responsive scrolling parallax site for 2012 Annual Report, currently in production

IEEE XPLORE DIGITAL MARKETING EFFORTS, *interactive and mobile experiences for a digital library product*

- Worked directly with client to develop interactive solutions to be integrated into a lead nurturing program
- Illustrated and animated interactive flash-based videos that promoted IEEE *Xplore* and encouraged subscription purchases
- Produced a suite of 16 Camtasia tutorials that demonstrate the capabilities of the digital library
- Developed mobile free trial marketing campaign to target on-the-go conference attendees and increase the number of qualified leads for IEEE *Xplore* corporate subscriptions

IEEE MEMBER START PAGE, *CMS template designed for the IEEE corporate website (www.ieee.org/start)*

- Designed and implemented layout and dynamic lead for the new-member landing page on ieee.org
- Led collaboration with Corporate to push boundaries of the current UI for a more engaging user experience
- Provided front end development to IT and coordinated implementation and testing of the new template

GRAPHIC DESIGNER 2008-2009

Verge180 · Princeton, NJ

Responsible for one half of the creative workflow of the agency; implemented inventive promotion strategies; demonstrated expert knowledge of corporate brand development in alignment with corporate goals; acted as manager and lead designer for major retainer clients such as:

FAITHSTREAMS, *a religious social networking website*

- Responsible for the design and development of the user interface
- Directed a team of web developers in the proper implementation of UI
- Researched and coordinated the production of a user interface library to ensure design consistency
- Regularly presented progress and new concepts to client through animated presentations and written reports
- Increased Verge180's profits 62% by successfully motivating client to extend the duration of their retainer during a period of budgetary cutbacks

ASSIST AMERICA, *a travel insurance company*

- Interpreted client's creative briefs into clear, informative visual designs for multi-component sales kits and educational seminar packets
- Assured detail and accuracy were maintained through production by selecting an appropriate printer and attending multiple press checks
- Applied intimate knowledge of digital, offset and speciality printing such as spot varnishes, foil stamping and intricate die cuts to designs

THORACIC GROUP, *a surgical practice*

- Developed website concept and design to effectively convey the message of the company
- Created a site map to organize the framework of the website
- Researched and implemented multiple features and functionality in addition to those requested by the client
- Carried concept and design through to other collateral such as brochures, pamphlets and advertisements

**VOLUNTEER BOARD MEMBER/
SOCIAL MEDIA MANAGER**
2011-PRESENT

Camp Louise Circle Organization · *Cascade, MD*

Attend quarterly meetings to facilitate donations and give-back projects to Camp Louise, a Jewish Girls' Summer Camp in Cascade, MD, founded in 1922; currently executing a redesign and development of a responsive site for the organization based on a "Mobile First" strategy that prioritizes content for the end user and integrates social media; develop and manage social media presences to connect members with the camp and other alumni

FREELANCE DESIGNER
2011

Camps Airy and Louise · *Baltimore, MD*

Illustrated maps of both the Boys' and Girls' camps to be incorporated into a 360° online tour and mobile app

INTERN
2007

Pushmepullyou Design · *Philadelphia, PA*

Worked directly with owner and designer Eleanor Grosch in design and printing of merchandise; acquired skills in screen printing, HTML, and CSS; gained management insight in business and marketing models; assisted with sales at the 2007 SXSW Flatstock poster art trade show in Austin, TX

SKILLS

Adobe CS6 · Photoshop, Illustrator, InDesign, Dreamweaver, Flash · *Mac and Windows*

Technical · HTML5, CSS3, CMSs (Wordpress, Oracle, Gauss), Facebook development, AS3, Camtasia, Fontlab

Add'l · Print production (digital and offset), letterpress, screen printing, sewing, Microsoft Office

EDUCATION

University of Delaware · *Newark, DE*

Bachelor of Fine Arts, Visual Communications

Concentration in Graphic Design, *Minor in Theatre Production*

Visual Communications Study Abroad · *London, England*

EXHIBITIONS AND AWARDS

Bronze Award · *ADCNJ Awards 2012*

Recognized for the 2011 IEEE Interactive Holiday card

Above and Beyond Award · *IEEE Sales and Marketing Department 2010*

Recognized as the employee of the year whose contributions to the department most exceeded expectations

Impact Award "Best of Show" · *NJ Business Marketing Association 2008*

Recognized for a three dimensional invitation to the *Real Pirates* exhibit at the Franklin Institute in Philadelphia, PA

UD/ART: BFA Senior Exhibition 2007

Moment of Creative Brilliance Award · *2005 & 2006 Visual Communications Year End Shows*