

PROFILE

As a creative and tech-savvy professional, I am eager to bring skills and enthusiasm to a new opportunity as a UX Designer. Detail-oriented yet a creative problem-solver, always curious to understand needs and challenges, explore options, and find ways to communicate to the customer through, compelling imagery, video explanatories, engaging content and interactive layout design. Believer that better user interfaces results in conversion of sales.

EDUCATION

- ✦ Bachelor of Fine Arts: Design – East Carolina University
 - ✦ Web Technology Certification – Central Piedmont Community College 2014 (4.0 GPA)
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SKILLS / QUALIFICATIONS

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| ✦ Graphic Design | ✦ UX Designer | ✦ Solutions Oriented |
| ✦ Vector and Bitmap Drawing | ✦ Developer | ✦ Communication Skills |
| ✦ Logo Design and Typography | ✦ Prototyping | ✦ Software Testing |
| ✦ Package Design | ✦ Wireframes & Mock Ups | ✦ Software Interactive Manuals |
| ✦ Advertising & Brand Identification | ✦ Process Flows | ✦ Software Training & Support |
| ✦ Revolving Slide Shows | ✦ Workflow Analysis | ✦ Task and Time Management |
| ✦ Photography and Video Editing | ✦ Identifying Scope & Requirements | ✦ Manage Multiple Projects |
| ✦ Animation | ✦ Dashboard Designs | ✦ Strong Organization Skills |
| ✦ Brochures and Catalogues | ✦ User Analytics | ✦ Customer Behavior Analysis |
| ✦ Blogs and Newsletters | ✦ Software and Database Programmer | ✦ Utilize Collaboration Tools |
| ✦ Marketing and Branding | ✦ Application Design & Implementation | ✦ Problem Solver |
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CAREER PROGRESSION

- ✦ UX Designer:
 - Design: Design visual layouts and graphics for software, including logo design, vector drawings, animations and navigation. Make boring– beautiful, engaging and interactive.
 - User Interface and Engagement: Establish an intuitive user interface to attract the client to engage by understanding how the client thinks, anticipating unmet needs and analyzing emotional responses. Create personas of the target audience and use case scenarios. Improve navigation and process flow by adjusting to the client’s movements, invisible steps and actions as they engage in the system.
 - Prototyping: Plan interface design with various tools such as Invision, Sketch, Adobe XD, Balsamiq, Omnigraffle, Photoshop and Illustrator.
 - Mastermind: Brainstorm growth strategies with team to improve software tools and applications.
 - Collaboration: Work directly with programming team to establish project parameters and product strategy. Create easy to understand prototypes of the visual layouts. Utilize Trello or other cloud based project manager tool to obtain new assignments, prioritize tasks, change requests, update status, completions and approvals.

✦ Graphic Design:

- Design: Multi-disciplinary in vector, print, animation and graphic design with expert use of Adobe Creative Cloud utilizing Photoshop, Illustrator, Fireworks, InDesign, Premiere and Audition.
- Promotional Materials: Design promotional materials for print, web, applications and infomercials.
- Product Images: Produce engaging high quality product images for web, print, e-commerce, catalogues and packaging.
- Brand Identity: Establish and maintain brand identity for each product keeping a unified company brand initiative.
- Marketing Concepts: Plan enticing marketing concepts and strategy keeping the consumer in mind, speaking their language, understanding their desires and positioning the product as the solution to their unmet needs.

✦ Software Developer:

- Process Management: scheduling, due dates, tasks, process steps, anticipated steps, specifications and instructions. Daily check-off list of interval alerts on proposed process deadline.
- Production Management: Consolidate orders for scheduling and order material components (MRP).
- Product Management: Maintain project schedules and deadlines, specification and assembly details, cost breakdown, customer quotes, labels, customer selections and packaging requirements.
- Customer Relationship Management (CRM): Manage membership, prospects, renewals and marketing campaigns. Track source of membership, payments, requests, social media, emails, target mailing, advertising and all ingoing and outgoing interaction.
- Process Management: Keep track of all manufacturing or work order processes.
- Task Management: Calculate assessments for the logical next step on the task list. Add alerts for each process.
- Emails: Send single or group automated emails for contractor service requests and member invoicing and renewals.
- Invoicing: Find active service requests per contractor and mail merge to send invoices. Find active members with membership due; send a summary of their order requests and an invoice for membership renewals.
- Quoting: Use multiple look-up tables to obtain material and manufacturing costs, get the pro-rated markup per customer and calculate quotes.
- Statistics: Show percentages of type services, type membership referrals and membership fees.
- Data Migration: from Realty, Mortgage and Insurance companies into the CRM module.

APPLICATIONS

- ✦ Prototyping: Invision, Sketch, Adobe XD, Balsamiq, Omnigraffle, Photoshop and Illustrator
- ✦ Design: Adobe Creative Cloud User– Illustrator, Photoshop, Premiere, Adobe XD, Dreamweaver, Acrobat Pro
- ✦ Web: HTML5, CSS5, JavaScript, Bootstrap, Modernizr, MySQL, phpMyAdmin, jQuery (sliders, animation, fancybox, etc.)
- ✦ Web IDE Software: WordPress, Wix, Dreamweaver, BBEdit, BlueFish, Aptana, Mamp, Xampp, notepad++
- ✦ Page Layout Software: InDesign, Quark Express
- ✦ Database Programming: FileMaker Pro, Working Knowledge of AS400 and MySQL
- ✦ Multimedia Sound and Video Animation: Premiere, After Effects, Audition, Audacity, soundMax, iMovie, jQuery-Flash
- ✦ Office Software: Microsoft Word, Excel, Outlook, PowerPoint
- ✦ Direct Mail: iContact, Constant Contact, MailChimp
- ✦ Time Manager & Planning: BaseCamp, Trello, Slack
- ✦ Affiliate Marketing: Share-A-Sale and Commission Junction

JOB HISTORY

UX Design & Developer	Cralex, Charlotte, NC	2013 – Present
<ul style="list-style-type: none">✦ Design and implement websites from initial concept, site architecture, wireframes and mockups, best user interface to finished deliverable code. Implement custom WordPress or HTML5/CSS3 solutions utilizing plugins and jQuery for rapid prototyping in a responsive bootstrap framework.✦ Design and implement new features, enhancements, and content of existing websites. Strong understanding of industry trends and content management systems. Experience with adaptive design for mobile devices.✦ Content and Marketing Strategist for websites, blogs, email marketing and social media.✦ Solid marketing and business skills to market a business or product.✦ Create wireframes and mockups to show initial design concept to a complete prototype with user interaction.✦ Utilize Google Analytics and Search Engine Optimization tools to increase user interaction and leads.✦ Create logo's and marketing graphics, optimize for website.✦ Take photos and video, edit and create slideshows and embed videos.✦ Current companies contracted: https://copyarns.com https://lundbergspecialty.com https://halfbaked.co https://allstylesinteriorresources.com https://garagedoors.contractors https://rejoicepetcare.com https://homerepairnetwork.com		
Corporate Technology Officer	HOCOA Franchising Company, Charlotte, NC	1998 – 2013
<ul style="list-style-type: none">✦ Manage the corporate identity and brand of a home repair network franchising company, including all graphics for print and web.✦ Initiate the UX Design with wireframes and mockups of a national franchise company.✦ Optimize and edit images for website. Write digital content. Produce explainer and testimonial videos and embed in banners. Design and develop website using HTML5/CSS3 and jQuery interactions in a Bootstrap Responsive framework.✦ Integrate Google apis to swap out data for local territory and incorporate Google analytics to track use of pages, promotions, demographics and user interaction. Integrate electronic payments separated by local franchise. Create form inputs to store membership, contractor applications and service requests.✦ Write content, edit artwork and incorporate corresponding images for blogs. Create blog-utilizing WordPress. Create digital content and artwork for email marketing and link to website and social media. Update Pinterest, Houzz, Instagram and Facebook accounts.✦ Developed a database and software application to operate a referral network organization of contractors and homeowners. The custom software solution includes a customer relation management system that manages the marketing, projects and membership of homeowners. The system automated the membership renewals with monthly emails, printed invoices, postcard reminders and phone list alerts. In addition, the contractors monthly, quarterly and yearly invoices are automated for services rendered, monthly advertising fees and for insurance past due updates sent via email and mail. New service requests are entered with the type service, and an easy to use scroll down menu of the members and the contractors that populate the contact information from the corresponding databases. The service requests are automated with "next steps" and with one-click, the date and status are updated to keep the projects monitored and on task, as well as follow up with contractor performance. A statistical module gives percentage or average results of membership type, membership fees, contractor charges, contractor category and type services. Quarterly and yearly reports are automated for contractor charges as well as an instant portal of the average and year-to-date charges and owed fees.		