

PROFILE

Multidisciplinary creative director and design professor with a passion for strategy and building user-first design systems and solutions. I am looking to apply my 15+ years of responsive design and development experience to support with product design and development at a mission driven organization.

CORE SKILLS

- Creative Direction & Strategy
- Marketing Strategy
- Brand Management
- Responsive Design & Dev
- User Experience Research
- Collaboration & Team-Building
- Partnership Development

EDUCATION

- California College of the Arts**
MFA Social Practice
- Maryland Institute College of Art**
MA Digital Art
- Kutztown University of Pennsylvania**
BFA Communication Design

TECHNICAL SKILLS

Adobe Illustrator	●●●●●●
Adobe Photoshop	●●●●●●
Adobe InDesign	●●●●●●
Adobe AfterEffects	●●●○○○
Adobe Premeire Pro	●●●●●○
Adobe XD	●●●●●○
Sketch	●●●●●○
InVision Studio	●●●○○○
Salesforce	●●○○○○
Wordpress	●●●○○○
Drupal	●●●○○○
HTML5/CSS3	●●●●●○
Javascript	●●○○○○
Trello	●●●●●○
Slack	●●●●●○
Mac and PC	●●●●●●
Google Suite	●●●●●●
Google Analytics	●●●●●○

LEGEND

● ○ ○ ○ ○ Some Experience

● ● ○ ○ ○

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● ● ● ● ● Very Experienced

PROFESSIONAL EXPERIENCE

- Founder / Ten-Four Studio / San Francisco, CA / 2009–ongoing**
Ten-Four Studio focuses on scalable design solutions, creative brand strategy, and responsive web development to support small businesses, government agencies, and non-profits.
 - **Brand identity and front-end development** for Norden Living, San Francisco's boutique destination for contemporary Scandinavian design
 - **Strategy, branding, and communications** for clients such as AIDS 2012, the Mayor's office for the District of Columbia, California College of the Arts (CCA), United Way, and the ACLU
 - Organized **design thinking** workshops, conducted **UX research**, and **built prototypes for digital solutions** for neighborhood wellness around the District of Columbia through the Mayor's office.
- Creative Director / Bay Area Video Coalition (BAVC) / San Francisco, CA / 2013–2019**
As Creative Director, I lead creative direction and digital strategy for BAVC's website, communications, and marketing initiatives.
 - Created **digital marketing strategy** for Facebook, LinkedIn, Instagram, and Twitter resulting in an overall conversion increase of 20% and engagement increase of 45% over a 6 month period
 - Managed BAVC's 2015 **responsive website redesign, mobile optimization, and data restructure** resulting in a 35% increase in online purchases
 - Conducted **UX research and testing** to support ongoing web developments
 - Strategized and conducted **A/B tests** to support quarterly marketing goals
 - Lead **focus groups** and deployed regular customer surveys to rebuild BAVC's membership program
- Interactive Production Designer / Planit Advertising / Baltimore, MD / 2006–2009**
Supported the interactive design team to deliver high-quality digita and multi-platform solutions for our clients.
 - Produced **front-end development** solutions for clients such as PBS, Fila, and the Kennedy Center for the Performing Arts
 - Built creative assets for a series of **interactive** children's games at The Walters Art Museum in Baltimore, Maryland
 - Supported **video production and post-production** work for projects with the Kennedy Center for the Performing Arts and the Maryland Transit Administration
- OTHER RELEVANT EXPERIENCE**
- Lecturer / San Francisco State University / San Francisco, CA / 2018–2019**
Interactive Media, School of Design
 - Introduce students to the fundamentals of front-end development and industry standard platforms to create and develop digital media solutions utilizing HTML, CSS, Javascript, and Sketch
 - Taught product-development life cycle - research, persona development, user interviews, pitching, and prototyping
- Designer and Assistant Photographer / World Bank Tanzania / Dar es Salaam, TZ / 2007**
Developed promotional communication and creative materials for the World Bank's support of small businesses in the greater Dar es Salaam community.