

#### User Experience Design

- Working to marketing briefs and business requirement documentation.
- Writing and developing user personas and scenarios.
- Practical application of psychological constructs to software products.
- Designing and diagramming of user flows in a logical, intuitive and engaging manner.
- Information Architecture, sitemapping, wireframing and/or prototyping (high and low fidelity).
- Application of User Centered Design principles
- Full understanding of W3C accessibility guidelines.
- Grasp of SEO/SEM and implementation of analytics.
- Able to organize and analyze and present the results from focus groups and user testing sessions.
- User participant testing.

#### Visual Design and Build for Web

- Brand development, page layout, graphics generation and implementation.
- Web page/application construction with standards compliant XHTML markup, CSS, JavaScript and Adobe Flash, Actionscript for Flash Objects.
- Graphic Design/Art Direction for print and television
- Managing creative projects from concept to completion and translating marketing objectives into creative strategies.
- Supervising print vendors through all aspects of production.
- Leading creative team in the production of advertising and marketing projects.
- Development of design specifications.
- Digital imaging, lay-out, pre-press production.
- Production and design of stills for television and television storyboards.
- Art-directing photo-shoots; attending model calls; photo approval and product styling.
- Interfacing with copywriters; copy-writing.

#### Management, Communication and Team Building

- Advanced leadership, communication and project-management skills.
- Recruiting, hiring, and training staff.
- Management of multiple teams of individuals.
- Evaluating employee performance, recommending or initiating promotions, and disciplinary actions.
- Conferring with executives and managers to plan business objectives, develop organizational policies, establish project specifications including budget, schedules and other requirements.
- Collaboration with, and coordination of, activities of various internal departments and external contributors and developers.
- Persuasive visual and oral presentations to clients and colleagues; academic presentations to professional associations, faculty, fellow students, etc.
- Copywriting.

#### Software & Technologies:

- HTML/CSS/JavaScript.
- Adobe CS4 (Photoshop, Dreamweaver, Illustrator, InDesign, Flash).
- Microsoft Office suite of tools.
- Visio, OmniGraffle, Axure Pro.
- Apple Macintosh and Microsoft Windows operating systems.
- Familiarity with the following server side languages & concepts: Object Oriented Programming, ASP, Java & JSP, CGI, SQL language.
- Practical knowledge of MySQL, MSSQL platforms.



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EMPLOYMENT HISTORY

2005–Present	Owning Partner/Principal Designer/User Interface Specialist – io intermedia Established site architecture and specifications, designed visual and user interface elements and page layout, hand-coded CSS and XHTML. Created branding and identity packages for corporate clients. Client communication & project management for multiple concurrent projects as well as contractor management and coordination. Also responsible for marketing, sales and budgetary planning. Applications designed include a complex medical self-diagnostic application; corporate sites with CMS and user administrative tools; artist gallery sites including content revision via administrative tools; online shopping; user contest/social site, etc.
2003 – 2004	Senior Graphic Designer – Impress Communications Visual design for the web; graphic design of identity, print collateral, packaging; Art Direction for a multitude of international corporate clients and brands.
1998 – 2003	Owner/Principal Designer – LXS Creative Principal designer, art & creative director, for a wide variety clients ranging from small to large international corporations. Duties included web design, graphic design for offset printing, art & creative direction for web & print media. Copy-writing. Client communication & project management. Employee and contractor management and coordination. All other business related responsibilities.
1998 – 1999	Art Director – Stanley & Company Art direction, photography art direction, graphic design, illustration, copywriting, management of a staff of graphic designers, copy-writers and other creative personnel or freelancers for print, identity and website design.
1996 – 1998	Art Directory/Senior Designer –James Graca Design Group, Inc. Art direction, photography art direction, product styling, graphic design, management of a staff of designers for the output specializing in high-end conceptual print, identity, and website design.

QUALIFICATIONS

Ventura College, Ventura, California  
Associates Degree – Graphic Design and Computer Programming.  
California State University Channel Islands:  
Bachelor of Arts Degree in Psychology, Magna Cum Laude

INTERESTS

Music (listening and the creation of), writing (lyrics, poetry and prose), fine art, photography and graphic design, dance (ballet and ballroom).