

Results-oriented designer with more than eight years experience working collaboratively with cross-functional teams to translate complex business requirements into effective on- and off-line visual communications. Background in graphic design, web design, interactive design, illustration, online marketing, usability and project management. Expert knowledge of cross-browser/multi-platform compatibility issues and how to resolve them. Proven track record delivering design and web solutions that exceed client expectations.

Internet Marketing Manager/Interactive Designer | KALIDO | 2/2010 ~ present

Responsible for driving the development and execution of online marketing plan, which includes: taking ownership for the overall success of www.kalido.com, providing online support for all integrated marketing campaigns, ongoing SEO/SEM and development of HTML emails. Collaborate with global sales teams to produce webinars, interactive PowerPoint presentations, training videos and virtual user conferences. Manage and promote corporate social media community. Conceive overall look and feel of website and marketing collateral: develop design prototypes (typography, color palette, photography and illustration style, composition); articulate design rationale; create and enforce design guidelines for brand consistency.

- Redesigned corporate website to improve online experience and promote product messaging; renovated design supports existing CMS and CRM platforms.
- Effectively executed the online marketing campaign for a new product launch, evidenced by a 137% increase in website visits, a 75% increase in inquiries and a 233% increase in time spent on site (one month period — June 2010).
- Designed and implemented blog platform, which presently accounts for 30% of site traffic.

Graphic Designer/Communications Specialist | BOSTON COLLEGE | 8/2007 ~ 2/2010

Defined the user experience for the Sloan Work and Family Research Network website, blog and community applications. Partnered with internal clients to document requirements, produced design prototypes and created user scenarios. Updated website content using proprietary content management system. Created HTML email newsletters for distribution to 7,300 Network affiliates. Conducted usability studies, interpreted results and translated them into useful online experiences. Analyzed website statistics and managed pay-per-click program.

- Led the website redesign, which not only improved the user experience, but increased site traffic by 200% (over 1 yr period) and elevated marketing effectiveness to a grade of 99.8% (Website Grader).

Senior Web Designer | HEALTHBANKS, INC. | 5/2001 ~ 7/2007

Designed user interface, page layout, and navigational flow focusing on browser compliancy and usability. Developed and maintained all HTML/CSS for over 500 dynamic websites focusing on producing search-engine friendly, standards compliant code. Worked with account managers and software engineers to deploy new sites, add new site features and update content across all of the company's dynamic websites. Produced email newsletters in HTML and text formats for distribution to 30,000 recipients. Constructed interactive sales demos, trade show displays and print collateral for clients such as AstraZeneca, Dey Pharmaceuticals, Organon, Pfizer and Serono.

- Introduced new CSS development techniques, which improved engineering productivity time by 15%.

Certification in Web Accessibility — 2009
GEORGIA INSTITUTE OF TECHNOLOGY

BFA Graphic Arts, Cum Laude — 1995
FRAMINGHAM STATE UNIVERSITY

Front-End Development

AJAX/ jQuery
CSS
eCommerce
Flash
Flex
HTML/XHTML
JavaScript
PHP
RSS
XML

Concepts and Theory

Content Management
Cross-Browser Design
Focus Groups
Graphical Optimization
Multi-Platform Design
New Product Launch
Online Communities
Prototyping
SEO/SEM
Usability Testing
User Flows
Video Editing/Production
Web Accessibility
Wireframing

Tools

AfterEffects
Camtasia Studio
Elouqa
Dreamweaver
Fireworks
Flash
Illustrator
InDesign
Marketo
Microsoft Office Suite
Movie Maker
Omniture
Photoshop
QuarkXpress
Salesforce.com
WordPress