



## summary:

**Senior Digital Creative & UX Director** with experience in the areas of retail, e-Commerce and pharmaceutical advertising. Specializing in multi-disciplined team management, brand identity, online marketing, site optimization, user experience, and web, mobile and desktop application design. Highly skilled in digital design techniques and internet production best practices. A motivated, conceptual thinker with a proven ability to understand complex strategies and subsequently execute them through design and direct creative solutions. Leads team of copywriters, designers, front-end developers and project managers from conception to completion under tight deadlines to develop products that meet or exceed business requirements.

## experience:

**Director of User Experience & Design** / PulseCX (formerly known as Roska Advertising) / Montgomeryville, PA / April 2016 to Present

Work on several brands simultaneously such as Mead Johnson, Aptevio, Ferring and Shire to create user flows, wireframes, prototypes and high-fidelity designs for responsive websites, web apps, digital sales aids and more. Collaborate with Account, Strategy and Development teams to build on-target experiences for caregivers, patients and healthcare professionals. Work with Executive Team to develop and present pitches as well as present concepts and work to Clients. Assist project managers in creating scope and timelines and ensure work was completed on schedule and to budget.

**Director of User Experience** / Neat / Philadelphia, PA / July 2014 to February 2016

Responsible for defining and creating an optimal user experience across all platforms including mobile, web and desktop applications through wireframing, prototyping and user testing. Work closely with Product Team and Development Team to build exciting products that delight customers and iterate to great with sprints. Provide Development Team with non-functional design requirements for large projects. Lead and manage visual product designer responsible for execution of interaction design. Responsible for continually innovating and optimizing applications.

**Senior Creative Director, Digital & Brand** / GNC / Pittsburgh, PA / May 2013 to July 2014

Lead and manage Digital Creative Team of visual designers, copywriters and project managers responsible for execution of interaction design, online creative and front-end development for GNC. Manage day-to-day operations of Digital Creative Team to provide e-Commerce, Marketing, Customer Relationship Management, and Social Media Teams with creative assets. Responsible for timelines, process and creative development of online marketing materials and interactive tools that support overall marketing strategies and image of the GNC brand. Select and manage external creative agencies as needed for production, as well as manage yearly budget for outsourcing overflow work. Provide creative for maintenance of GNC.com and GNClive.com, including daily promotional home page updates and landing page/microsite updates. Responsible for creative development of promotional emails, transactional emails, and display banners. Help increase sales conversion through email and site optimization using A/B testing. Motivate copywriters and visual designers in exploring new ideas and concepts. Mentor visual designers in responsive design. Maintain and promote brand consistency across all channels, from look to voice, while executing upon a holistic, customer-focused strategy.

**Creative Director, Digital & Brand** / GNC / Pittsburgh, PA / July 2012 to May 2013

Lead and manage Digital Creative Team of visual designers and copywriters for execution of online creative and front-end development for GNC. Provide e-Commerce, Marketing, Customer Relationship Management, and Social Media Teams with creative assets needed to support overall marketing strategies and image of the GNC brand. Provide creative for maintenance of GNC.com and GNClive.com, including daily promotional home page updates and landing page/microsite updates. Responsible for creative development of promotional emails, transactional emails, and display banners. Work closely with Sports and Wellness Merchandising Teams to provide creative direction on marketing materials that meet business goals and stay within the GNC brand. Maintain and promote brand consistency across all channels, from look to voice, while executing upon a holistic, customer-focused strategy. Continue to serve as visual designer, providing wireframes, designs and HTML for key, high-profile projects or as needed.

**Freelance Designer** / Granada Studios / Pittsburgh, PA / June 2005 to present

Develop brand identity for clients. Design websites including flowcharts, wireframes, mock-ups, and HTML/CSS. Design email campaigns and print marketing materials including stationery, posters, brochures and promotional items.

**Associate Creative Director—Online** / Nutrisystem, Inc. / Fort Washington, PA / November 2010 to July 2012

Lead and manage team of visual designers responsible for online creative and HTML. Primary strategic manager for all online creative projects for Nutrisystem—an internet retailer top 50 e-Commerce site. Work closely with Editorial Team, Project Managers, User Experience Team, Business Owners, and Development Team in project strategy, timing and execution. Drive and present execution of creative strategy both within the marketing department and outside of it to external departments and vendors. Serve as a proxy for Creative Director as Creative Team representative at key meetings and in key project discussions and initiatives. Increase sales conversion through A/B split tests, new online product design, site optimization and online specials. Increase length of stay by updating sales funnel and community site with engaging content along with social media channels. Maintain and promote brand consistency and campaign creative across all projects, including website, email marketing, display advertising, and social media. Manage online team, projects and initiatives, moving forward as appropriate, while expanding their talents and work experience through valuable work engagement, educational critique sessions and one-on-one interaction with each team member. Continue to serve as visual designer for key, high-profile projects.



## experience continued:

### **Senior Visual Designer, Manager** / Nutrisystem, Inc. / Horsham, PA / July 2007 to October 2010

Work with Creative Director and Project Managers to provide high-fidelity mock-ups for landing pages, microsites, and web flows. Manage and mentor visual designers in designing landing pages, web flows, promotional emails and display advertising. Maintain and promote brand consistency across all projects. Work with Development Team to provide cross-browser and cross-platform compatible HTML/CSS. Work with Director of Marketing Communications to provide mock-ups & HTML/CSS for promotional and transactional email blasts. Work with Director of Online Marketing to provide storyboards & flash for display advertising (including rich media).

### **Art Director & Web Designer** / Full Circle Group, Inc. / Haddon Heights, NJ / September 2006 to June 2007

Develop brand identity for clients. Mentor graphic designer in designing print marketing materials. Focus on website design including flowcharts, wireframes, mock-ups, and development (HTML). Film and edit "walk-throughs" of new home models for sales purposes.

### **Graphic Designer** / Full Circle Marketing Ventures, Inc. / Pennsauken, NJ / September 1999 to August 2006

Design print marketing materials including 4c & b/w advertisements, brochures, postcards, inserts, siteplans and promotional items. Design 3-D structures including lightbox or sandblasted signage, sales center designs and tradeshow booth displays.

## noteworthy projects:

### **Nutrisystem Online Community Redesign**

Roles: Creative Direction, Visual Design, Oversee Front-End Development

### **Nutrisystem.com Product Page Redesign**

Roles: Visual Design, Front-End Development

### **Nutrisystem.com Checkout Redesign**

Roles: Creative Direction, Oversee Front-End Development

### **GNC.com Home Page Redesign**

Roles: UX, Visual Design, Oversee Front-End Development

### **GNC.com Shopping Cart & Checkout Redesign**

Roles: UX Direction, Creative Direction

### **GNC Live Well Blog Redesign**

Roles: UX, Visual Design

### **GNC Responsive Email Design**

Roles: Creative Direction, Oversee Front-End Development

### **Neat Mobile & Desktop App Redesign with New Features**

Roles: UX Direction, Creative Direction

### **ZoGo Progress Portal**

Roles: User Flows, UX Direction, Visual Design

### **V-Go Launch Campaign**

Roles: Creative Direction, Visual Design

## skills:

- Proven ability to lead online team from strategic phases, through concepting and workflow phases, on to full executions and final product delivery
- Proven ability to yield successful, on-target creative executions for the online channels including: e-Commerce websites, microsites, display advertising, and social media
- Outstanding ability to organize, handle and manage multiple projects at once
- Proven expertise in motivating and managing design and copy teams resulting in the most impactful creative
- Ability to translate marketing strategies into appealing creative that meets business needs and stays consistent with the brand vision
- High-energy and a passion for doing great work and dedication to make the user experience unique, informative, and engaging
- Excellent understanding of design principles, from print to web
- Working knowledge in user experience

## tools:

- Adobe Photoshop, Dreamweaver, Illustrator, Flash, InDesign, and Acrobat
- OmniGraffle
- Proto.io
- UXPin
- HTML/CSS
- Quark XPress
- Microsoft Office
- Cross platform capabilities

## education:

**Bachelor of Science in Graphic Design** / Art Institute of Philadelphia / Philadelphia, PA / September 2007

**Associate of Science in Multimedia/Web Design** / Art Institute of Pittsburgh / Pittsburgh, PA / June 2005

**Commercial Graphics and Design** / Camden County Technical School / Sicklerville, NJ / June 1998