

# Professional Experiences

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## UX Usability Analyst

OnPoint Digital

October 2016 - Present

Privately held, consistently distinguished, award-winning eLearning (LMS) software company serving customers including Cox Communications, JP Morgan Chase, Medline, Pfizer, Pitney Bowes, Samsung, Sony, and Verizon Wireless. Established 2001.

- Act as a Program Manager interfacing with Project Managers, Designers, Developers, and Customers. Oversee project status to insure promised features and the design shown in various mock-ups make it into the final build of the project.
- Run weekly meetings to report productivity and task plans for the upcoming week. Thirty participants include project managers, tech support, front-end developers, back-end developers, and the owners of the company.
- Create Agile sprints on a weekly basis to manage front-end developers and their weekly tasks for dozens of customers.
- Research industry UI/UX trends weekly and write analysis documentation on ways to improve our own software.
- Create wireframes, mock ups, and working prototypes of new interfaces for dozens of existing and prospective customers.
- Provide UX pre-testing of interfaces for front-end developers for ten or more customers each week.

## Co-founder/Chief Design & Tech Officer

everyone.marketing

November 2016 - Present

Privately held digital marketing start-up focused on providing services to small businesses locally and nationwide.

- Operate as Systems Administrator of the business and of client assets.
- Lead creative direction for customer projects including developing brand image that supports customers' strategic objectives.
- Personal expertise includes: brand development, web design, and UI/UX optimization.

## Skills

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High-level proficiency in these software tools:

- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Adobe XD
- Atlassian JIRA
- HTML/CSS
- Keyshot
- Microsoft Office/Google Docs
- Rhinoceros
- Sony Vegas
- Trello

Proficiency in these software tools:

- Adobe Premiere
- Arduino (C/C++)
- Facebook Business Manager
- Git/SourceTree
- Google Analytics
- Java
- JetBrains Webstorm
- Simplify3D
- Wordpress
- Youtube Creator Studio

High-level proficiency in these soft skills:

- Analytical thinking
- Leadership
- Customer relationship management
- Communication
- Process management and creation
- Problem solving and troubleshooting
- Task management/delegation

## VP of Marketing & Design/Creative Director

Forge(x) Corporation

Dec 2014 - Aug 2016

Privately held startup, venture capitalist owned, technology-centered, gaming/entertainment business encompassing specialty interactive technology and website design, food and beverage, membership services, events, and retail. Established Q1 2014. Began working in a retail position July, 2014.

### Executive Management

- Participated in strategy development, business operations, and P&L decision making for all Forge(x) companies, during a period of rapid business expansion. Expanded commercial real estate portfolio from two properties to ten and business offering revenue streams from three to five; Grew staff from fifteen to sixty.
- Held budget decision authority for marketing and advertising (digital, print, and signage) and real estate build-out.
- Monitored marketing and promotional campaigns, evaluated performance and recommended continuation, alternatives, or abandonment.

### Creative Direction and Execution

- Managed, critiqued, and directed a team of eight creators; UX designers, illustrators, merchandisers, marketers who produced ten to twenty creatives per week. These included illustrations, audio/video content creation, UX/UI design, front-end development, event coordinations, and paid social media marketing for all Forge(x) companies.
- Produced and coordinated web, UI/UX and interactive projects for three outside clients, including a not-for-profit foundation celebrating its namesake's centennial, a museum exhibition, and a retail eCommerce site.

### Commercial Real Estate Interior/Exterior Design and Branding

- Created build-out plans for fledgling businesses and coordinated with contractors and project managers for four commercial properties.
- Produced illustrations and 3D models that were submitted to the Savannah Historic Review Board for assessment of appropriateness of business exterior branding updates and build-outs.

## Education

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### Bachelor of Fine Arts

Savannah College of Art and Design

May 2014

Interactive Design and Game Development major, concentrating in interactive and service design.

## Accolades

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### Best Installation Art

Entelechy Awards - Wondrous

2014

Using the Xbox Kinect and Processing, led a team of 10+ to design, build, and program an interactive installation that engaged both active and passive users in an unique environment. The installation went on to be displayed in the Jepson Center for the Arts and at the Pulse Art + Technology festival.