

## ARTISTIC DIRECTOR • UX / UI DESIGNER

Innovative, resourceful senior-level graphic designer with extensive experience in both the print and digital spaces, and across multiple industries from healthcare to automotive. Demonstrated ability to project manage leading edge communication products including instructional software design for mobile devices, prototype designs for personalized mailers, and parody newspaper design and distribution. Collaborative communicator focused on building productive cross-functional teams and positive, long-term client relationships.

### PROFESSIONAL EXPERIENCE

#### OWNER / CREATIVE DIRECTOR

Dripdek, Rochester, NY / 2023 - Present

Conducted comprehensive market research to identify profitable products and target audiences. Selected trending items, negotiating with suppliers for timely and quality fulfillment, and leveraged web development skills to create a user-friendly online store that complied with SEO standards. Additionally playing a key role in implementing and optimizing digital marketing strategies, ensuring excellent customer service, and managing analytics and financial aspects for the overall success and growth of the business.

- Developed and curated a diverse product catalog with over 1000 items, ranging from household goods to clothing, showcasing expertise in identifying trending and in-demand products.
- Successfully achieved over 150 sales in the first year, generating approximately \$5,000 in total revenue, demonstrating effective market research and product selection skills.
- Experienced promising monthly growth rates of 15%-25%, indicating a strong market presence and adaptability to changing trends.
- Attracted a substantial online audience with traffic exceeding 25,000 visitors, showcasing effective digital marketing strategies.
- Expanded business reach to 9 countries, demonstrating successful international market penetration.
- Implemented optimized shipping routes for efficient order fulfillment, contributing to a positive customer experience and operational efficiency.

#### DESIGN SPECIALIST / TECHNICAL WRITER

ORTHO CLINICAL DIAGNOSTICS, Rochester, NY (Hybrid Position) / 2019 - 2022

Collaborated with instructional designers, subject matter experts, IT, and an offshore development team to design and implement instructional products. Evaluated and improved graphical standards. Designed and produced layouts, eLearnings, and interactive quizzes. Created interactive PDFs, email blasts, and client-facing PowerPoint presentations. Tutored coworkers on InDesign, Photoshop, Illustrator and Kitaboo. Beta tested mobile software.

- Enabled the delivery of virtual training using personal mobile devices during the COVID-19 pandemic by collaborating with a cross-functional team to design and program an engaging interactive eBook.
- Developed an early prototype of the custom print "Mail Merge" technology in Refurbished an international learning portal called "Ortho U," primarily for the UK and other international markets, creating materials, navigation, and images and completing HTML programming when needed.
- Facilitated content distribution to 18 countries by translating and producing content including manuals, posters, and screenshots using proprietary emulator software and professional consulting services.

### SKILLS

#### Design

Project Management  
Graphic Design  
UX / UI Design Certification  
Responsive Web design  
Software Development  
Workflow Management  
Virtual Team Building  
Brand Compliance  
Technical Writing  
Client Relationships  
Email / Sales Letter Marketing  
Experienced in Multiple AI Platform  
Developing Creative Solutions  
Production for Digital & Offset Printing  
Collaborating Effectively with Clients  
Delegating & Managing a Workflow  
Meeting Strict Deadlines  
Following Brand Compliance  
Web Hosting & Domain Management  
Basic CNC design  
Multi-Platform Trained

#### Software

Adobe Creative Suite  
Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Dreamweaver  
Adobe Lightroom  
Figma  
Office Tools  
HTML & CSS  
Basic CNC design  
Kitaboo  
Articulate Rise 360  
Articulate Storyline 360  
Open AI  
Midjourney AI

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### PROFESSIONAL EXPERIENCE

#### DESKTOP GRAPHIC ARTIST

VALASSIS LOCAL MARKET / CLIPPER, Boston, MA (Remote) / 2019 - 2022

Developed design materials from conception to print on national projects for car dealerships and manufacturers. Specialized in implementing experimental formats and managing the expectations of difficult clients. Delegated assignments to freelancers. Developed and followed the specifications of multiple templates and print standards. Collaborated with auto market print partners to ensure the accurate and timely delivery of project artwork.

- Customized mid-level marketing by implementing variable data printing (VDS), a method of inserting personal information that has been data mined to target advertisers with personalized print collateral.
- Developed an early prototype of the custom print "Mail Merge" technology in cooperation with a printer.

#### ARTISTIC DIRECTOR / PROJECT MANAGER

PRINTED DEALS, Rochester, NY / 2010 - 2016

Managed the conception, creation, layout, and production of 7 print and digital magazine editions annually. Consulted with sales representatives and clients to develop and prioritize creative projects. Produced client collateral and placed materials in a long-form magazine layout. Delegated and prioritized design queue assignments. Produced print mechanical for both digital and offset printing, closely collaborating with printer to meet standards.

- Expanded clients reached per magazine release from 36 to 162 and editions per year from 4 to 7.
- Grew distribution per release from 35K homes to 185K homes with annual distribution of 1.3M.
- Boosted distribution 500% in the first six months following the establishment a parody newspaper with full creative autonomy, called Crook Book that incorporated mugshots of people arrested for crimes.
- Achieved a print deal with Wolf publishing for Crook Book and distribution at all Sunoco with expansion into the Buffalo Market due to popularity with the public as well as the court system and the police.

#### ARTISTIC DIRECTOR / PROJECT MANAGER

SIMCO SERVICES / ROCCITY SERVICES, Rochester, NY / 2007 - 2009

Maintained and improved client relationships by developing creative proposals and managing the production of website design and print mechanicals in accordance with client brand standards. Managed the hosting and domain right, e-mails, XML encoding, and software development. Performed live demonstrations of custom software to potential clients. Produced print collateral for both internal and client use.

- Streamlined a mass HR solution to facilitate in-person open enrollment in employee life and health insurance plans by developing and streamlining the physical mechanics and proprietary software.

### EDUCATION

#### Google UX Design Certificate

Completed February 2024, Online

Completed a rigorous training designed for entry-level job readiness.

15 modules included topics like: **UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma.**

Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate.

A.O.S. Bryant & Stratton College  
Rochester, NY

**Major:** Graphic Design

A.O.S. Genesee Community College  
Batavia, NY

**Major:** Communications