



PROFILE

Talented Interactive Designer and Producer with over 8 years of extensive experience developing exceptional online marketing campaigns such as internet and intranet web sites, email promotions, advertisements, and interactive movies and presentations. Organized and flexible user interface designer and front-end developer with excellent written and verbal communication skills.

Dynamic Team Player in a highly creative award-winning marketing team. Current manager noted, "You are a pleasure to work with and you only get better with every passing year. Thank you for all your amazing work!"

TECHNICAL SKILLS

Adobe Creative Suite	Macromedia Flash and Actionscript	Search Engine Optimization
Macromedia Dreamweaver	HTML, CSS and Javascript	Version control software
Microsoft PowerPoint	XML, .NET, PHP, Perl and Ajax integration	Joomla and other CMS
Microsoft Office Suite	Mac and PC proficient	Cross browser/platform testing

PROFESSIONAL EXPERIENCE

SHOP.COM – Pasadena, CA, April 2007-present

Web Designer

Redesigned website UI, including shopping cart and product pages, for better user experience. Effectively redesigned and rebuilt all email promotions, which have progressively doubled in ROI in the last 6 months. www.shop.com

INTERACTIVE CORPORATION, EVITE – West Hollywood, CA, January 2007-April 2007

Web Production Designer

Designed UI for additional website components including Photo Center, Book Club, Carpool, Travel and Movies. Managed all freelance eCard and invitation artists. Created in-house and advertiser invitations, including *The Simpsons Movie*, *Happy Feet*, *Six Flags* and others. www.evite.com

SF SITE DESIGN - Los Angeles, CA, October 2001-present

Freelance Web Producer and Designer

Designed, constructed and maintained websites, emails and ads for clients. Skillfully set up hosting services and servers. Coordinated freelancers to meet all project requirements on time and under budget. Clients include: St. Tropez Tanning, UCLA Film Festival, Punch Brothers Band, Charlotte's Fine Jewelry, Design Studio Press, Camino Animal Clinic, Vital Entertainment, Picture This! and others. Online portfolio: www.sfsitedesign.com

JUPITERIMAGES CORPORATION – South Pasadena, CA, June 2001-December 2006

Senior Web Designer

Designed and maintained several ecommerce and intranet websites. Quickly translated all campaigns and branding guides throughout websites, online promotions and interactive applications. Designed, scheduled and deployed email newsletters, online advertising and interactive media promotions such as Flash and PowerPoint presentations. www.jupiterimages.com and www.jiunlimited.com

Key Achievements:

- Successfully redesigned two main e-commerce websites to new branding guidelines and grid template.
- Developed, content managed, designed and produced successful monthly email newsletter to 100,000+ subscribed customers.
- Effectively resigned user interface for new site search engine navigation.
- Successfully coordinated programmers on website enhancements.

MAIN STREET MEDIA - Beverly Hills, CA, October 2000-June 2001

Web Content Manager

Managed content for popular astrology website. Wrote clever articles and edited all copy, including horoscopes, bios, articles and promotional materials. Designed new features and promotions. www.800predict.com

COMMUNITY NEWSPAPER COMPANY - Needham, MA, August 1998-August 1999

Staff Reporter

Interviewed and reported on local events, education and government for local newspaper, The Dover/Sherborn Tab. www.townonline.com/dover

EDUCATION

Flash Intro, Intermediate, and Advanced classes, 2004
UNIVERSITY OF CALIFORNIA, LOS ANGELES

Creative Writing classes, 2006
UNIVERSITY OF CALIFORNIA, LOS ANGELES

HTML and Javascript classes, 2002
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

BS in Print Journalism, Minor in Creative Writing, 1998
EMERSON COLLEGE, Boston, Massachusetts