



PROFILE

Talented Interactive Designer and Producer with over a decade of extensive experience designing exceptional online marketing campaigns such as B2C, B2B and intranet websites, email promotions, advertisements, and interactive presentations. Organized and flexible user interface designer and light front-end coder with excellent written and verbal communication skills.

Dynamic Team Player in a highly creative award-winning marketing team. A former 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!"

SKILLS

Adobe Creative Suite
Microsoft Office Suite
Fluent in Portuguese

Hand code HTML, CSS, XML and Javascript
Knowledge of web technology capabilities
Macromedia Flash and Actionscript

Search Engine Optimization and SEM
Joomla, Wordpress and other CMS
Cross browser/platform testing

EXPERIENCE

AMERICAN APPAREL – Los Angeles, California

User Interface Designer, August 2009 - present

Project manage, wireframe, design and QA website functionality enhancements for Online Store, Intranet, and Corporate websites— from smaller projects such as the new Wishlist, Store Locator, and Reviews & Questions, to more complex, phased Reserve Online functionality, which includes applications facing customers (website), retail employees (POS touch screens) and management (detailed online reporting). Designed and managed the acclaimed intranet lunch order system, and many internal website management applications. www.americanapparel.com

SF SITE DESIGN – Los Angeles, California

Contract Web Producer and Designer, October 2001 - present

Produce, design and maintain websites, emails and ads for clients. Create and manage website content. Coordinate subcontractors to meet project requirements on time and under budget. Clients include: SpiritClips, Moodia UK, LAH Produces, Gator Gripper, Punch Brothers Band, Charlotte's Fine Jewelry, St. Tropez Tanning, and many more. www.sfsitedesign.com

THE GNOMON WORKSHOP – Los Angeles, California

Web Designer, March 2009 – August 2009

Redesigned website, produced and deployed weekly emails for DVD product releases, and edited all content. www.thegnomonworkshop.com

SHOP.COM – Pasadena, California

Web Designer, April 2007 - August 2008

Effectively redesigned email newsletter, doubling ROI from previous year. Enhanced website shopping cart, account and product pages. www.shop.com

EVITE.COM, IAC – West Hollywood, California

Web Production Designer, January 2007 - April 2007

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

JUPITERIMAGES (formerly PictureArts) – South Pasadena, California

Senior Web Designer, June 2001 - December 2006

Successfully maintained several e-commerce and intranet websites. Redesigned two e-commerce websites to branding guides. Designed banner ads, mini sites and animations. Coordinated programmers on website projects. Designed and produced profitable monthly email newsletter to 100,000+ subscribers. www.jupiterimages.com

MAIN STREET MEDIA – Beverly Hills, California

Web Content Manager, October 2000 - June 2001

Managed content, wrote articles and edited all horoscopes, bios, articles and promotional materials. www.800predict.com

EDUCATION

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

Creative Writing, 2006-2007
UNIVERSITY OF CALIFORNIA, LOS ANGELES

HTML and JavaScript, 2002
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

Bachelor of Science - Print Journalism, Creative Writing, 1998
EMERSON COLLEGE, Boston, Massachusetts