

Experience

UI/UX Designer

Issuetrak Inc. - Norfolk, VA
April 2018 - Present

Contribute to design and usability needs in Development and Marketing. Define the style guide and UI/UX standards for the product and work with Marketing on improving the user experience and general performance of the company website. Provide mock-ups and prototypes to Development and Marketing stakeholders. Responsible for the design of product improvements and new features to be used by customers world wide.

- Website Manager
- Determine company branding and voice
- UI/UX ideation and mock-ups
- UI/UX Software development

Graphic Designer

Dominion Dealer Solutions - Norfolk, VA
June 2016 - April 2018

Continued design tasks while taking on Search Engine Optimization duties such as presenting organic traffic data to stakeholders each month. Conduct A/B test to improve click-throughs, time on site, and form submissions for the marketing website. Results include a 20% increase in qualified leads than the previous year. Managed outside freelancers to increase production output.

- SEO manager and analyst
- UX/UI testing
- Marketing automation management
- Assign and supervise freelance work

Marketing Specialist

Dominion Dealer Solutions - Norfolk, VA
July 2014 - June 2016

Digital assets manager responsible for the routine development of the Dominion Dealer Solutions website (DriveDominion.com). Accountable for front-end design as well as back-end functionality. Critical role in quarterly campaign production and promotion including webinars, social media campaigns, direct mail and email campaigns, and much more. Print designer for several full-page ads featured in publications like Automotive News.

- WordPress development
- Design full-page print ads
- Design promotional emails & mailers
- Maintain website contact forms

Education

B.A., Converged Media Major, Graphic Design Minor

James Madison University - Harrisonburg, VA
School of Media Arts and Design - Class of 2014

Contact Details

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Software Skills

- Adobe Creative Cloud
- Marketing Automation
- WordPress
- XD, Figma, Sketch
- HTML/CSS
- Visual Studio & Code
- G Suite
- Microsoft Office & Dynamics

Extra

- Gadget Enthusiast
- Windows & Mac Expert
- Android & iOS Proficient
- Music Guru & Vinyl Collector
- Movie Buff
- Baseball Watcher
- Photography Hobbyist
- Video Game Player