

*A highly skilled and experienced web designer with over 20 years of experience in creating visually stunning and user-friendly websites. Proven ability to execute web development projects from concept to launch. Strong understanding of web design principles, user experience, and the latest web technologies. Seeking to leverage my expertise and experience to make a meaningful impact.*

## **Senior Web Designer**

### ***FAIRWINDS Credit Union***

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March 2013 - September 2023

- Responsible for developing, publishing, and maintaining digital content for the credit union's website and digital platforms
- Collaborate with technology, marketing, and sales stakeholders to manage the initial build out and updates of content and pages through the content management system
- Ensure that all ADA standards and security protocols are met while publishing and developing new content
- Significantly elevated SEO performance by strategically optimizing and increasing the keyword ranking of over 15,000 words, resulting in enhanced organic visibility, improved web traffic, and heightened engagement with target audiences
- Over 1 year of experience in using Marketo to drive successful marketing campaigns, including email marketing, lead generation, and lead nurturing
- Experience in integrating Salesforce Marketing Cloud with websites via API access, as well as utilizing AMPscript within Data Extensions and Interaction Studio to create personalized email and website content.

## **Creative Design Manager**

### ***FAIRWINDS Credit Union***

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November 2009 - March 2013

- Managed creative processes and procedures to drive projects and ensure deadlines were achieved in accordance with marketing initiatives and brand standards
- Coordinated content creation and managed technical aspects for dynamic digital signage.
- Developed concepts and graphics for web, email, social media campaigns, and print promotions

## **HTML/Multimedia Contractor**

### ***Lockheed Martin***

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September 2009 - November 2009

- Assisted in the conversion of the company's intranet and maintained the corporate communications website
- Created wireframes and templates for internal communication best practices hub for sharing success stories

## **UI Designer**

### ***Clear Channel Communications***

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August 2008 - July 2009

- Conceptualized user interfaces and produced graphics from project specifications, following protocols and standards established by the group

## **Internet Design Manager**

### ***Travelatros, LLC***

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June 2001 - July 2008

- Managed a small group of designers with various levels of experience
- Converted existing static sites into open-source content management systems

- Oversaw the production and maintenance of digital imagery for timeshare clients
- Integrated JSP tags into major timeshare membership website
- Created lead collecting and interactive networked flash-based sales kiosk with receipt printer and credit card reader

## **Senior Internet Developer**

### ***AutoPower Corporation***

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September 2000 - May 2001

- Helped develop a system to interface their legacy PIC database system to the internet as well as for their existing customer base
- Redesigned the system architecture for a multifaceted e-commerce portal
- Created graphics for conferences, publications, marketing, CD-ROMs, and customer websites

## **Internet Graphics Manager**

### ***Sunterra Resorts***

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January 1999 - August 2000

- Coordinated the maintenance and design of (25+) internal and external websites
- Developed solutions for e-commerce applications including standardizing the GUI, interactive Flash games, panoramic images, and live chat sales presentations

## **Art Director**

### ***Patterson/Bach Communications***

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March 1996 - January 1999

- Responsible for creative concepts and production of printed and digital materials (CD-ROMs, digital presentations, and database-driven websites)
- Created designs for custom and modular trade show exhibits, brochures, and other marketing materials.

## **Skills**

- Extensive experience in graphic design software such as Photoshop and InDesign
- Skilled in web development technologies, including HTML, CSS, JavaScript, and PHP
- Experience With XD and Figma in creating user-friendly designs, wireframes, and prototypes for various digital projects
- Familiarity with various PHP-based CMS platforms, such as MODX, Drupal, and Wordpress, and the ability to effectively use them for web development projects
- Technical background in evaluating software, hardware, and configuring systems
- Experience with Asana, Monday, Basecamp, Wrike, ActiveCollab.

## **Education**

University of Central Florida 1994, 3.1 GPA

A.A. Degree from Polk Community College 1989, 3.4 GPA

## **Awards**

Polk Community College Student Art Competition 1989

- Best of Show • Best of Painting • Best of Watercolor