

Professional Experience

CA Technologies Inc., Framingham, MA | Sept 2013 – Present

Software company

Senior Brand Designer within the current rebranding of CA Technologies, Inc. Create and implement the new look and feel. Work to expand brand guidelines to cover all areas of business and formats. Design and develop tradeshow and booth designs, targeted marketing campaigns, web graphics, email design and templates, Internal and external collateral design and templates, event design and promotional graphics. Work with management, executive management to ensure the brand is represented correctly and consistently across all parts of the business worldwide. Work to create greater awareness, reach target audience, and accurately tell the “brand story”.

TechTarget, Newton, MA | Jan 2012 – Aug 2013

Technology Publishing company

Interactive Design Manager for a portfolio of seven websites. Responsibilities include: sole creative direction across all sites, developing smart online visual communication, solving design obstacles, and managing the process from start to finish. Building microsites, landing pages, and designing advertisement creative for clients. Design special editorial sections, HTML & CSS coding, creating and revamping different parts of the websites using feedback from A/B testing to create a better UX.

Accomplishments: The design and build of TechnologyGuide.com from conception. From wireframes to page layout and design. Creating new ways for the user to navigate to different sections of the site to increase page views. Designed the site to accommodate different user devices through responsive design. Worked with companies such as Dell, Sony, Lenovo, HP, Kodak on building out custom advertising packages.

TechTarget | May 2010 – Dec 2011

Interactive Web Designer lead the creative direction and design for TechnologyGuide Media Group. Responsibilities include conceptual development, redesigning different parts of the websites to provide a better UX, better UI and ease of use on sites. Managing multiple projects under tight deadlines with a high attention to detail. Taking these sites to the next level by keeping current with industry design trends.

Essinger Sullivan Visual Communications Inc., Newton, MA | 2007 – 2009

Design Firm

Graphic/Web Designer designing a wide range of projects including website design, brand identity development, advertising, collateral, direct mail, trade show visuals, and online marketing. Clients included Charles River Conservancy, Boy Scouts of America, Red Hat, and Harvard Vanguard.

Jones Lang LaSalle, Boston, MA | 2006 – 2007

Commercial real estate firm, in-house marketing department

Graphic Designer & Project Manager responsible for design and implementation of complete on-strategy communications packages digital and print for brokers to develop business. Clients include Boston Medical Center, National Grid, and NorthPoint.

Guarino Design Group, Cambridge, MA | 2004 – 2006

Design Firm

Graphic Designer designing a wide variety of collateral materials for various clients. Projects range from website design, web banners, email marketing, posters, invitations, brochures, and logos. Clients include Cambridge Brewing Co., SEI Companies and Goody Clancy.

Freelance Designer, MA | 2004 – Present

Freelance Graphic Designer for corporate and non-profit clients, B2B and B2C. Projects include marketing materials, website design, advertisements, email design, and logos. Examples of clients include John Hancock, National Kidney Foundation, and WGBH Education.

Education

Boston University,
Center for Digital Imaging Arts
2009 – 2010

Web Design Certificate

The Art Institute of Boston
at Lesley University
2000 – 2004

BFA Graphic Design

Skills

User Experience Design
Interaction Design
Creative Direction
Responsive Design
Branding
Project Management
MAC Proficient

Tools

Adobe Creative Suite
HTML
CSS

Experience with

Content Management Systems
Adobe Flash
JavaScript
jQuery

Awards

2007
American In-House
Design Award

2005
SMPS Boston
Marketing Awards:
Honorable Mention

Internships

The Art Institute of Boston
2003 – 2004
Assistant to Graphic Design Chair

Hill Holliday
Summer 2003
Studio Intern