

## QUALIFICATIONS

Seeking to connect my creative sensibility with purposeful design. Experienced in print, web, packaging design and identity development, with significant experience in interactive design that emphasizes standards-based web design and development processes.

## EXPERIENCE

designer and consultant, **freelance**. sep 07–present

Designed branding and accompanying promotional materials; Design, production and evaluation for both standards-compliant and Flash-based websites. CMS, e-commerce and jQuery integration.

*Clients include:* biotonic design (modis architects, haute ease, sevenbar foundation, red design group), creativeroot, skybox films, fresh produce films.

designer, **associated student union at lavc**. july 09–mar 10

Rebranded the Associated Student Union at Los Angeles Valley College; Identity package includes branding, business system, style guide and CMS-powered website.

[www.asulavc.org](http://www.asulavc.org)

print designer, **skechers usa**. nov 09–jan 10

Designed ecko red shoebox packaging for new girls sneaker; Created and produced product flysheets, brochures, hangtags, environmental graphics, counter displays, standees, banners, etc.

web designer, **gravity180**. jul–aug 07

Designed and implemented the visual interface of a web application for the Mastercard and MLB Dream Days promotion. Product fit seamlessly within a pre-determined visual system and was prepared for integration with a ColdFusion-driven ticketing system.  
[www.mastercarddreamdays.com](http://www.mastercarddreamdays.com)

designer, **mint design studio**. jan–may 06

Contributed conceptual solutions and managed client relations to a creative team; Key contributor in all stages of the design and implementation of the University of Florida's chapter of the Center for Autism and Related Disabilities's web presence.  
[www.unexampled.org/archive/card](http://www.unexampled.org/archive/card)

web design intern, **motorola, inc**. may–aug 01 & 02

One of thirty interns selected by application and interview process; Mentored by a department team and independently redesigned and launched the ACE Computing Help Desk, an internal web resource.

## AFFILIATIONS

**ligature: twohousa&seven**, installation committee. jan–mar 07

Annual juried student exhibition that is judged by top designers from around the country. Shared committee responsibilities ranged from conceptualizing the gallery's layout and aesthetic to physically preparing the space and executing the design.

**vox graphis**, secretary. aug 06–may 07

A student-run organization that raises awareness of the design community at the University of Florida. Duties included recording and communicating club events and activities via weekly mailing list; Aided underclassmen in upper-division application process.

## SKILLS

### software

Adobe Creative Suite:  
Photoshop, Illustrator,  
InDesign, Dreamweaver,  
Flash, Acrobat. Microsoft Office;  
Mac and Windows Proficient

### other

Standards-compliant  
and hand-coded XHTML/CSS,  
Cross-browser development issues;  
jQuery, WordPress & ExpressionEngine;  
Typing: 45wpm, accuracy adjusted;

## EDUCATION

**BFA in graphic design**, *cum laude*  
university of florida, gainesville, FL  
may 07