

*Creative and strategic designer known for bringing ideas to life, building community and a quick laugh.*

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## Art Director at Insite

AUGUST 2013 – PRESENT

- Created user-centered designs with strong emotional appeal and intuitive navigation to maximize user engagement
- Built client relationships by leading creative discovery sessions and design presentations
- Organized content and user behaviors into wireframes and sitemaps to promote a positive user experience
- Collaborated with developers to build responsive layouts that follow best practices and industry standards
- Manged multiple projects with short-term and long-term deadlines
- Championed team camaraderie by implementing celebrations of birthdays, anniversaries and accomplishments
- Launched company blog and lead social media by developing voice, writing content, and guiding team contributors

## Interactive Designer at Dallas Market Center

JANUARY 2013 – AUGUST 2013

- UX/UI design and user testing of iPhone and iPad app
- Designed and built websites for subsidiary brands
- Coordinated with multiple departments to update website content and improve site architecture
- Developed HTML emails and implemented A/B testing

## Web Producer at Apollo Interactive

JANUARY 2010 – JANUARY 2012

- Front-end development and maintenance of client websites using HTML, CSS, and jQuery
- Designed and developed email campaigns, optimizing content and layout for mobile devices
- Integrated social media throughout web presence, including custom facebook applications
- Coordinated team celebrations that embodied the office culture and upheld morale

## Freelance Designer & Front End Developer

APRIL 2007 – PRESENT

- Designed client web sites, logos and banners from concept to completion
- HTML / CSS / JavaScript development and WordPress integration
- Increased site functionality and enhanced the user experience with jQuery features
- Managed project timelines and client communications

## University of Texas at Austin

JUNE 2003 – DECEMBER 2005

B.S. Applied Learning & Development with a minor in Psychology