

## SENIOR UX DESIGNER / STRATEGY

Adaptable, driven, detail-oriented, digital design leader versatile in creativity, digital marketing experiences, strategy, and technical knowledge. Known for delivering innovative solutions through website technologies to solve complex problems. Mastery in visual design including websites, email design, print design, and corporate identity. Experience leading large scale initiatives and managing internal and external agency relationships. Mentor graphic designers to broaden their technical and organizational knowledge base.

## PROFESSIONAL EXPERIENCE

ONIT HOME, DALLAS TX (REMOTE)

### UX Design Director (April 2022 – August 2023)

Responsible for creative strategy and design for home services company (water filtration, solar energy, security systems, etc.).

- Developed strategies to improve UX/UI and SEO of the website, resulting in a 42% increase in web traffic.
- Designed and coded website pages and landing pages using Materialize and LESS with GIT version control. Lead the migration of the website from a Django framework to WordPress, thereby increasing efficiency of website improvements.
- Updated ONIT's branding and implemented consistency across all consumer-facing messaging. Developed a series of printed collateral to support outside sales and their partnership relationships.
- Strategically developed email nurture campaigns utilizing marketing automation software. This included email design, coding, A/B testing, workflow strategy, and scheduling.
- Created custom technical illustrations for the website and marketing promotions.
- Led the marketing team in improving processes and procedures regarding documentation and file organization. This included implementing archives of digital assets and creative projects.

EXECUTIVE EDUCATION, THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PA

### Senior Associate Director, Digital Strategy & Design (November 2017 – June 2021)

Architected digital brand strategy of Wharton Executive Education. Responsible for the management of large-scale website initiatives; developed and presented wireframes, prototypes, and concept design to key stakeholders. Managed senior graphic and web designer, providing additional training and support as needed.

- Led team to migrate website content management system (CMS) to WordPress thereby allowing designers to have full control of layouts and decreasing external developer costs by over \$100K annually.
- Improved UI/UX of the website navigation that resulted in increase in overall conversions; increased CTR by 12.7%, lead form views by 12.5%, and application form views by 34.7%.
- Increased go to market efficiency by 60% through the introduction of new information capture process
- Redesigned and coded the *Wharton@Work* email marketing newsletter. New responsive design incorporated a more modern look and resulted in clicked to opened ratio increase from 1.37% to 12.54% and the drop of the unsubscribe rate to 0.167%.
- Oversaw transition of 55+ application forms into usability best practice stepped form layout. Wrote specifications on functionality and exceptions. Collaborated with IT to implement new API to manage form data.
- Managed multiple outside agency partners for the support of complex technical projects.

### Associate Director, Digital Strategy & Design (September 2007 – October 2017)

Developed and designed print and web projects (ads, direct mail, web pages, collateral, letterhead, display banners etc.) to support marketing and brand strategies. Planned information architecture of 760+ page website CMS relaunch.

- Project manager for e-commerce website, supporting 64+ educational executive programs of which 9,000+ international executives attended annually.
- Led the ongoing digital strategy of public website and worked with agency partners to explore and implement recommendations, A/B testing, new features, and redesigns of key pages while making sure needs of key stakeholders and user experience of customers were met in timely manner.

- Art directed senior designer on redesign of 60+ digital downloads that supported lead conversion.
- Provided strategic support to in-house team to develop digital assets needed for campaigns that utilized marketing automation software, allowing for nurturing of leads for over 70 products and increasing user engagement. Wireframed, designed, and coded responsive email and landing page templates.
- Designed and coded a series of campaign landing page templates on Bootstrap responsive frameworks that eliminated need for separate mobile version, thereby increasing efficiency by 50% and lessening need for external developers. Cost savings of over \$12,000 annually.

### **Senior Graphic Web Designer** (October 2000 – August 2007)

Developed and designed multi-channel marketing and communications campaigns. Responsible for production budget of over \$300,000. Served as webmaster, including front-end design of website's new content and features, plus management of libraries of digital assets and collateral.

- Managed launch of Executive Education section of Wharton Website redesign project; created and implemented wireframes; collaborated with IT staff to develop technology features; edited copy; and coded majority of pages.
- Art directed/edited a monthly email newsletter that has grown by 10% year over year subscribers, generating over 90 enrollments annually, translating to over a million dollars in revenue. Supervised a team consisting of an editor, graphic designer, and proofreader.
- Supervised creation of faculty high-res photography site, thereby streamlining process that publications team used to answer faculty photography requests.

### **Graphic / Web Designer, Wharton Communications Office** (August 1998 – September 2000)

Managed, developed, designed, storyboarded, and produced print and web communications to meet strategic marketing goals and objectives of the Wharton Communications Office.

BLASSEY DESIGN, PHILADELPHIA, PA

### **Principal / Art Director** (July 1999 – present)

Design and develop customized themes for WordPress websites, corporate identity, and marketing materials for small business and nonprofit clients. WordPress sites include sitemaps, wireframes, and unique theme design that focuses on client's goals and target audience; implementation of UX and SEO best practices; and configuring e-commerce features.

- Served (July 2021 – November 2021) as web UX designer and graphic design specialist for nonprofit community art school, Fleisher Art Memorial, Philadelphia, PA.

## **COMPETENCIES & TECHNOLOGY SKILLS**

Usability (UI/UX) | Agency Relationship Management | Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver, Lightroom) | Website Prototyping & Wireframing (Sketch & Figma) | WordPress (theme customization) | Marketo | HubSpot | Iterable | Constant Contact | HTML | CSS | LESS | SASS | JavaScript | jQuery | Bootstrap | Materialize | Microsoft Office Suite | Responsive Email Coding | SEO

## **EDUCATION**

**Bachelor of Science and Engineering, Major: Systems Engineering**, UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

**Diploma: Specialized Technology – Desktop Publishing**, ART INSTITUTE OF PITTSBURGH, Pittsburgh, PA

**Continuing education classes, ongoing**, UNIVERSITY OF THE ARTS, Philadelphia, PA

**Pre-College Art Program**, CARNEGIE MELLON UNIVERSITY, Philadelphia, PA

## **PROFESSIONAL ORGANIZATIONS**

- **Advisory board member of the Occupational Advisory Committee** for Jules Mastbaum Area Vocational Technical School and Northeast High School graphic design departments
- **Member of the AIGA**, Philadelphia chapter
- Former **Webmaster and Communications Chairperson of the Penn Alumni Club of Philadelphia** (1999-2011)