



> PROFESSIONAL EXPERIENCE >>>>

UX Manager 2008 to present AMI ENTERTAINMENT NETWORK

Lead information architect for projects incorporating real-time network communication, administration process, social networking management, e-commerce, and asset management application that included wire frames, use cases, flows, mood boards and visual design comps. Create rapid prototypes, sketches, and demos in Axure for mobile iOS/Droid application while direct manager of a front-end and mid-tier developer. Conduct alpha, beta and A/B testing.

Plan with two different sprint schedules incorporating SCRUM style development while acting as a liaison between internal and external system engineers, copywriters, technical writers and outside marketing and research firms.

Responsible for customer facing user interface design and front-end development in a jQuery framework for dedicated touchscreen applications, corporate web sites, mobile applications, and various applications developed for non-traditional media. Projects range from touchscreen gaming menu systems for on-premise casual gaming, interactive system control panels (both on and offline), mobile applications designed to wirelessly control jukeboxes, game systems, and television channels including network wide real-time head-to-head gaming channels, to online corporate web and social media event interactions.

Freelance Designer/Developer 2004 to present NURBIE.COM

Create competitive web presence for clients while developing an effective brand strategy to enable a higher level of communication from client to end users. Focus on improving SEO (Search Engine Optimization) and online marketing via social networking and PPC (Pay Per Click) advertising.

Replicated well known designer furniture in 3D for architectural firm client presentation of proposed luxury condos with Autodesk Maya. Clients include FITMIX, a high end personal training company, TAO Architectural firm, and an Opera singer based in San Francisco, CA.

Adjunct Multimedia Faculty 2007 - 2008 ITT TECHNICAL INSTITUTE

Incorporated a wide array of teaching methods to a diverse population of both traditional and non-traditional second-year students with a variety of educational backgrounds in multimedia. Courses ranged from basic to intermediate Flash design, animation and Actionscript development. Developed academic curriculum and mentored students to aid in acceptance higher educational programs.

Lead Digital Designer & Developer 2006 - 2007 MATRIX DESIGNS

Designed and implemented technical aspects of flash and HTML web sites such as input forms, dynamic flash sites, and creation & implementation of Flash video. Collaborated with lead designer to design layouts to pitch to clients. Sites include pharmaceutical, architecture, aviation, restaurant as well as general personal sites.

Web & Graphic Designer 2005 SCIENCE CENTER - PHILADELPHIA, PA

Produced and maintained Science Center corporate web sites. Designed company letterhead, business cards, flyers and logos. Main representative of design department and designed primary literature for company with global exposure at major industry conference, BIO2005, hosted in Pennsylvania.

> EDUCATION >>>>

PHILADELPHIA UNIVERSITY MS, Digital Design 2008

PHILADELPHIA UNIVERSITY BS, Digital Design 2007

> TECHNICAL SKILLS >>>>

Software **Adobe CS5 Suite**

Photoshop
Illustrator
Dreamweaver
Flash
After Effects
InDesign
Fireworks

Autodesk Maya

Final Cut Studio Final Cut Pro Soundtrack Pro Compressor

Microsoft Office *(including OpenOffice)* Word Power Point Excel

Prototyping & Wireframing OmniGraffle Axure

Apple iPhoto, iMovie, iDVD, iTunes

Languages HTML, CSS, XML JavaScript (jQuery) Actionscript

> INVOLVMENT >>>>

Philly CHI Philadelphia region's chapter of the ACM SIGCHI

IxDA Interactive Design Association

PANMA Philadelphia Area New Media Association