



**SKILL SET**

- User Experience Design
- Interaction Design
- Mobile Handset / iPhone / Android Design
- GUI Design
- Product Development & Technical Writing
- User Experience Research and Development
- Print, Advertising & Marketing Design
- Icon & Logo Development
- Photo manipulation
- Audio Editing

**SOFTWARE PROFICIENCY**

- | <b>Desktop Publishing</b>  | <b>Web Publishing</b>  | <b>Programming Languages</b>   | <b>Multimedia</b>   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>• Photoshop CS4</li> <li>• Illustrator CS4</li> <li>• Omnigraffle Pro</li> <li>• Microsoft Visio</li> <li>• Microsoft Office</li> </ul> | <ul style="list-style-type: none"> <li>• Dreamweaver CS4</li> <li>• Flash CS4</li> <li>• Captivate</li> <li>• Accurev</li> <li>• Tortoise SVN</li> </ul> | <ul style="list-style-type: none"> <li>• XHTML</li> <li>• CSS</li> <li>• Basic Javascript</li> <li>• Basic PHP</li> <li>• Basic Actionsript</li> </ul> | <ul style="list-style-type: none"> <li>• Sound Forge</li> <li>• Quicktime Pro</li> <li>• Swish</li> <li>• Audacity</li> </ul> |

**PROFESSIONAL EXPERIENCE**

**Tandem Diabetes Care | User Experience Designer (9/09 – Present)**

**Key Responsibilities & Achievements:**

- Design & develop wireframes, workflows and interaction design for a touch screen insulin pump
- Design all graphics and GUI elements for the insulin pump and associated web applications
- Coordinate design and development with product teams & software engineers
- Develop, organize & write detailed product and design specs for development and FDA approval

**PacketVideo | User Experience Designer (11/06 – 9/09)**

**Key Responsibilities & Achievements:**

- Designed & developed wireframes, graphic layouts and product usability for mobile applications
- Implemented visual design using XHTML/CSS in a java platform for mobile devices
- Coordinated design and development with client product teams & software engineers
- Led weekly meetings and reviews for design and product innovation
- Developed, organized and wrote detailed design specs for product development

**SMS.ac | Senior Designer/Product Manager (10/05 – 10/06)**

**Key Responsibilities & Achievements:**

- Successfully launched more than 15 web & mobile products for the SMS.ac Mobile Community
- Managed, designed and developed detailed product plans for the web and mobile devices
- Managed and art directed a team of 3 designers
- Conducted product reviews with team engineers to ensure product success and stability
- Interviewed and hired design candidates
- Designed Powerpoint and Flash presentations for product tours across the nation

**SCOTTEVEST INC. | Senior Designer/Creative Director (09/03 - 08/05)**

**Key Responsibilities & Achievements:**

- Oversaw the creative development and website maintenance of the entire e-commerce website
- Coordinated newsletters & email campaigns resulting in increased sales & product interest
- Led structured print and web projects over multiple developers and designers
- Led nationwide media exploits resulting in press & publication with TIME, CNN, Wired & more
- Integrated design with marketing, IT development, strict deadlines and weekly task lists

**PRACTIS INC. | Part Time Web/Graphic Designer (09/03 - 06/05)**

**Key Responsibilities & Achievements:**

- Designed & developed over 50 websites, including 2 award winning designs
- Led web & HTML training seminars for clients and co-workers
- Corresponded directly with clients to develop contracts, concepts and website maintenance

**EDUCATION**

**BFA in Graphic Design at Rochester Institute of Technology**