

Experience

Senior Designer

Bridgeline Software (formerly Indigio) • 2008 - present

Work with major clients on design, usability, branding and other initiatives.

- Facilitated multivariate testing resulting in major ROI for clients and development of a new department at Bridgeline.
- Manage design, usability, standards and multivariate testing for Bridgeline Denver's largest client.

Creative Manager

Indigio Group Inc. • 2004 - 2008

Managed team of 5-10 designers. Coordinated with development teams and interacted with clients. Wireframed and sitemapped sites for usability. Developed branding materials including logos, banners and printed materials

- Promoted to Creative Manager within 3 months of hire
- Winner of Best Customer Satisfaction award.
- Responsible for usability redesigns resulting in million dollar+ monthly revenue gains for Budget Car site
- Worked jointly with creative director to successfully launch redesign of Denver Post site resulting in long term, multimillion dollar contact for Indigio redesigning newspaper sites for Media News Group

Webmaster / E-learning UI Designer

Diplomatic Language Services • 2001 - 2002

Responsible for developing UI templates and collateral graphics for HTML based e-learning. Redesigned and managed website. Designed printed promotional materials and oversaw printing process.

- Promoted / optimized website for search engine placement
- Designed UI for language course chosen by DEA for agent field instruction

Webmaster

G-Street Fabrics • 2000 - 2001

Responsible for implementing all online initiatives including promotional graphics, site functionality and product content. Also provided graphics for printed catalog.

- Promoted from designer to webmaster within 2 months of hire.
- Optimized site for search engine placement

Client list:

Budget Car Rental
Avis
Dex Online
Allied Moving
Budget Truck Rental
The Denver Post
Denver Newspaper Agency
Media News Group
PODS Storage
American Furniture Warehouse
ReMax
Johnson Diversey
Apple

Industry Skills:

Web/Print design
Pure CSS buildouts
Site mapping/User flows
Wireframing
Branding/Logos
Coordination/Management
Client interaction
Working with dynamic sites
PC and Mac

Software:

Photoshop
Dreamweaver
InDesign
Illustrator
Acrobat

Specialties:

Clean, effective design
Website usability
Increasing site ROI
Multivariate testing