

WORK EXPERIENCE

SEL Designs

Ongoing

Creative Marketing & Communications Consultant

- Initiate and oversee marketing, sales, and design projects through detailed communication with stakeholders
- Conceptualize, design & implement brand and product campaigns across multiple channels

Skyramp Inc.

July 2022 –
Feb 2024

Designer, Marketing & Product

- Creation and management of new brand including logo, style guide, design elements
- Implementation of brand across media and promotional items
- Visual and UX/UI assistance for development of user flow for flagship product

VMware

Mar 2021 –
Jun 2022

Marketing Graphic Designer

- Creation and production of brand-compliant collateral for advertising, presentations, and marketing
- Innovative use of internal communication tools to support sales and marketing colleagues

Product UI/UX Designer

Sep 2020 –
Mar 2021

- Collaboration with product owners and user reps to define user flow and product functionality
- Creation of wireframes and interactive demos of UI screens for implementation by engineering team

Mode.net

[acquired by VMware]

Jun 2018 –
Aug 2020

Creative Director

- Creation and management of new Mode brand across all channels/communication vehicles
- Design and production of web site, marketing & sales enablement collateral & promotional products
- Coordination with back-end dev team to implement brand standards across flagship product

Liberty Mutual Insurance, IT Dept

Apr 2014 –
Mar 2015

Director, IT Internal Communications

- Ownership of IT department's messaging and brand awareness across Liberty Mutual, including event collateral and direct support of CIO communications
- Management of a small team of communication and design professionals

Senior Web/Interactive Designer

Mar 2011 –
Apr 2014

- Design and creation of innovative internal communications, including multi-media presentations, videos, mobile apps and email
- Design and production coordination for print collateral to support events and campaigns

ePublishingPartners

May 2003 –
Mar 2011

Creative Director

- Creation and management of ePP's brand; implementation of brand across all marketing and sales channels
- Collaboration with SMEs & content providers to create interfaces & animations for ed-tech products
- Design and production of all internal administrative materials and promotional products

Akamai Technologies

Jun 2001 –
May 2003

Web Designer

- Redesign and implementation of Akamai's corporate web site in coordination with back-end engineers
- Design, coordination, and production of customer-facing presentations, demos, emails, and print collateral

EDUCATION

MFA, Digital Media & Communications Massachusetts College of Art, Boston, MA
BA, German Literature Wesleyan University, Middletown, CT

SKILLS

Adobe AfterEffects	Microsoft PowerPoint	HTML	WordPress	Jira
Adobe Illustrator	Microsoft Word	CSS	HubSpot	VSCode
Adobe InDesign	Microsoft Excel	JavaScript	Marketo	Figma
Adobe PhotoShop	Microsoft SharePoint	GitHub	Salesforce	Miro