



MISSION

Actively seeking to align with an organization to share and utilize the 15 years of experience I've acquired in customer experience, ux, product/software and visual design, eCommerce, leadership and building effective lean design teams. The ideal organization has great leadership at the helm, inspires accountability and collaboration, supports a creative culture while understanding the difference between agile and waterfall and when to employ the two.

EXPERIENCE

Consulting – Customer Experience, Creative Direction, Business Development

Various Clients (Facebook/Instagram, Nike, Home Depot, Viacom, etc) 8/16 – present

Advance – Visual Design Director

NJ.com, AL.com, Masslive.com, Oregonlive.com & 10 more: 6/2017 – present

Core responsibilities:

- Leading initiatives in user research, visual and affective design schema/testing, accessibility standards, style guide for brand strategy, design consistency as it relates to efficient front end engineering for all markets and subsidiaries
- Coordination and execution of efforts between cross-functional teams for design, product, marketing and content
- Goal setting KPIS for customer experiences regarding both visual design of products/apps and customer service touchpoint(s)

Amazon – Design Lead L6

MyHabit.com, Nestle, Neutrogena, CFDA, Access Hollywood, Wendy Williams, AmazonFlash, Honda, Orbitz, PrimeNow & more: 10/2014 – 8/2016

Core responsibilities:

- Delivering creative solutions for digital content/eCommerce that communicate clearly and stand out in the market space
- Using UX/VXD to impact conversion and performance while evolving customer experience toward a frictionless interaction
- Evaluate and elevate creative through visual merchandising and editorial photo direction with Sr. Photo Art Directors
- Identify emerging trends (in market or via measured customer experience) and site metrics to inform product and road map
- Develop effective cross-functional partnerships – collaborating closely with Technology, Merchandising and Marketing Management leaders to execute business and creative strategies
- Recruit, manage & coach direct reports consisting of web designers & junior web designers
- Foster a culture of excellence, creativity and delivering results
- Successfully motivate a robust and fast-paced team, especially when the path is less than clear and deadlines are tight

Bluefly – Creative Director

Bluefly.com, Bell&Clive.com: 7/2013 – 9/2014

Creative Director responsible for day-to-day management and direction of product, UX/UI, visual design, copy, editorial photography and styling teams. Drove overall process, research validation/analysis, testing, user-experience and visual direction for both brands.

- Led brand initiatives for rebranding, site experience, refining the editorial and photography process, brands standards and daily creative marketing, email, affiliates, social campaigns, micro-sites, etc
- Managed an internal team of 11 and outsourced team of 5+
- Collaborated with international partners to launch Rakuten “shop-in-shop” in Japan
- Continually developed concepts / solutions to improve CX and conversion
- Fully redesigned mobile / desktop checkout flow to improve usability and encourage cross-sell/up-sell opportunities
- Led program for personalization experience of the from gateway to post-purchase

Jones Apparel Group – Digital Design Director

Select & Emerging Brands – RachelRoy.com, NineWest.com, JNY.com, BrianAtwood.com (P.O.S. APP & Mobile/Responsive): 1/2012 – 7/2013

Digital Design Director for overall branded web and mobile presence. Responsible for implementing best practices regarding usability/user experience, SEO, analytics reporting as integrated with creative and quantified by conversions. Leading design team (8) for online experiences regarding social marketing, email campaigns, promotions, navigation scenarios, site redesign, creative for micro-sites and numerous other projects. Heralding the creative process and building better communication between marketing, design and eCommerce teams.

La Jolla Group – eCommerce Creative Director

Interactive / eCommerce Division – Killerdana.com, Skateboards.com, O’Neill, Rusty, True Love False Idols, WannaSurf.com, FMF Racing, (etc): 8/07 – 12/11

Led eCommerce creative team (9) in design and creative strategy for eCommerce, digital and print mediums to drive channel sales and engagement. Developed workflow process that maximized creative output by defining/refining our process for project initiation,

internal creative reviews for brand alignment and stylistic approach, goal setting with business partners for product effectiveness (from a design/usability perspective) while continuing to maintain an imaginative and fun work environment. Hands on management of user experience design, process/workflow development, front-end web development and production resources, affiliate marketing, online sales/merchandising (with brand coop), re-marketing management and all email marketing across 9 brands. Worked to progress and build each team members strengths while managing department goals of building a powerhouse creative team for each brand.

- Provided design and creative direction that increased site exposure attracting the targeted market thereby lifting traffic by 30% and boosting overall conversions from 2 to 4%
- Implemented into workflow the use of creative briefs, mood boards, type, color and graphic exploration alongside timelines and phased reviews that provided a tangible for internal team and external partners
- Managed creative for multiple brands while taking a hands on approach to leading the team creatively and building up each individual professionally

Harness Media Group – Creative Director

Various Clients 1/02 – 12/15

Crisp Brand Agency – Creative Director

3/06 – 9/07

Mortgage Bankers Association – Senior Web Designer

11/03 – 7/05

Novations VMS – Design/Usability Consultant

12/02 – 5/03

EDUCATION:

Regent University – MA, Communications*

2000 – 2002

Norfolk State University – BFA, Graphic Design

1995 – 2000



Technologies/Applications:

Basics	eCommerce	User Experience
CC Adobe Creative Suite	ATG/Oracle	Sketch
HTML/CSS/JS (some)	Demandware	UserTesting
MS Office (Excel/Word/PowerPoint)	Fry eCommerce	inVision
	Gomez	OmniGraffle
Email Marketing	Magento	Axure
Litmus	Shopify	Loop11
Lyris	SquareSpace	Principle
iContact		
Benchmark	Search/Data Management	Analytics & Tracking
Campaign Manager	Endeca/Oracle	Google Analytics
Constant Contact	SOLR	Omniure/SiteCatalyst
MailChimp		Alexa
Experian		

Interests:

Core - Customer Experience, Brand, Creative Development, Product Design, UX, Conversion/Analytics

Life - Surfing, Skateboarding, Running, Cycling, Vintage Motorcycles, Rock Climbing, Short Term Missions, Drawing, Writing

Values - Family, Friends, Great Leadership, Developing/Mentoring others, Goal oriented