

## CAREER OBJECTIVE

My goal is to collaborate with a diverse team of individuals in the creation of digital engagements which blend unorthodox creativity and emerging technologies to transform the digital journey.

## PROFESSIONAL EXPERIENCE

- Over seventeen years of professional work experience
- Creative direction and concepting for multi and omni-channels
- Serviced companies in greater than 25 industries ranging from non-for profits to Digital Out of Home
- Collaborated with Fortune 500 companies (e.g., AT&T, Intel)
- Worked with globally active advertising agencies (e.g. Adspace, Leo Burnett and BBDO)

## WORK EXPERIENCE

### **Senior Interactive Designer**

February 2017 – Present

Go Mango Interactive  
Chicago, Illinois

Innovate visual design layouts and establish interactive design patterns for omni-channel brick and mortar clients. Utilized UX strategies to drive customer engagement *via* social integration touch points to maximize application experience. Contribute digital strategies (e.g., McDonald's)

- Produce optimal user-friendly client facing admins for multi-tenant based architecture
- Prototype and mockup applications for optimal customer journey experience
- Assist and educated digital agencies on user-centered design processes for public facing touch screen technologies

### **Senior Interactive Designer**

February 2016 – February 2017

Civiq Smartscapes  
Chicago, Illinois

Conceptualized and prototyped UI design strategies for interactive touch screen applications. Lead the design team and collaborated with the core dev team to fuse data into aesthetic appealing and user friendly design models. Partnership with technology giants include Cisco, Intel and AT&T to support several Smart City initiatives in Miami, Dallas and Chicago.

- Implemented strategies to streamline UX process and optimize design patterns for citizen engagement applications (e.g., wayfinding, photo, city 311 and transit)
- Focused on information design to measure public retention and dwell time
- Worked with senior management and sales teams to deliver creative user engagement solutions

## **Senior Interactive Designer**

July 2012 – February 2016

Elevate Digital  
Chicago, Illinois

Lead creative team in interactive touch screens and motion gesture usability projects. Innovate consumer retention and communicate creative strategic branded experiences across multi channels. Developed custom experiences for Caesars Entertainment, Simon Malls, and Coca Cola.

- Created high-impact interactive touch screen application designs for a 250+ kiosk network
- Prototyped, created and maintained UI designs from touch screen to gesture/facial recognition
- Secured new agency partnerships to deliver successful profitable campaigns

## **Interactive Web Designer**

July 2008 - July 2012

Emmis Interactive  
Chicago, Illinois

Executed creative UI designs comps and designed visually appealing specifications for complex level projects for top brands in North America (e.g., Virgin Radio Canada, Ford, Dreamworks)

- Developed and designed interactive promotional microsites for small and large businesses
- Created a user-focus, informative design for an industry that was stagnant
- Directed clients on industry best practice's related to interactive design

## **Senior Interactive Designer**

April 2003 - June 2008

Caxy Interactive  
Chicago, Illinois

Delivered creative direction and design interactive touch screens, websites and flash micro sites. Developed cost-effective solutions to secure new business by optimizing the creative process. Managed a creative team for Bank One, Sara Lee and Rush University Medical Center.

- Utilize multimedia methods including flash animation, UI design, motion graphics, video editing and streaming content to deliver optimal campaigns
- Captured the vision and executed brand messaging for clients

## **Senior Interactive Designer**

May 2000 - December 2002

Thinktank  
Chicago, Illinois

Provide services incorporating interactive design for touch screens, websites and CD-rom marketing materials. Collaborated with a creative team on multiple national accounts including Siemens, McDonald's and Motorola.

- Designed strategies for applying leading-edge technologies to marketing communications
- Utilize a variety of multimedia methods including flash animation, UI design, motion graphics, video editing and streaming content to maximize client's expectations
- Streamline projects by eliminating unnecessary budget expenses and increase productivity

## AWARDS

rAVe Pubs, Digital Signage Most Fun Demo // Elevate Digital Emoji World App	2015
DSE Apex Award, Bronze Winner Interactive Self-Service // Garrett Popcorn	2014
DSE Apex Award, Silver Winner Multi-Platform // Groupon	2013
Web Medical Award // Brian Picollo Cancer Research (brianpiccolofund.org)	2005
BDA Awards, Bronze Winner New Media-Website // (think-2.com)	2000

## SKILLS

Design: Adobe CC (e.g., Illustrator, Photoshop, InDesign, Dreamweaver, Audition, Animate)  
Wireframing and prototyping: Sketch, XD  
Video editing and motion: Final Cut Pro, After Effects, Motion, Compressor, Media Encoder  
Office suite applications: Keynote, Microsoft Office  
Coding: Basic knowledge of HTML, CSS, WordPress

## EDUCATION

Bachelor of Arts in Studio Arts Illinois State University, Normal, Illinois	1993
Associates of Applied Arts, Advertising Art & Computer Design Triton College, River Grove, Illinois	1999
Associates of Applied Arts, Art & Design Parkland College, Champaign, Illinois	1991