

As a creative leader, I combine my expertise and skills in visual, interaction and UI design to create rich and intuitive user experience solutions for cutting edge web and digital interfaces.

EXPERTISE

- Manage all aspects of web-based projects across multiple disciplines.
- Serve as the project lead, UI designer, information architect and visual designer.
- Translate product requirements documents into user interface and visual design solutions.
- Provide creative input, direction and inspiration to other designers as well as members of product teams.
- Work in fast-paced environments handling multiple deliverables.
- Bilingual English-Spanish

EXPERIENCE

USER EXPERIENCE
DESIGN CONSULTANT
present

OSS-1701 - contract in 2009

Cloud application management platform.

- Partnered with the CEO on the interaction design of a web-based cloud management portal.
- Collaborated with the Product Manager and the engineering team to revamp the first version of the cloud application platform.

Miselu - contract from 2008 - 2009

Voice sharing and archiving application.

- Worked closely with the VP of Marketing in the UI and visual design of web and mobile applications.
- Contributed to the definition of the search canonicalization logic and its consequential UI impact.
- Created documentation material, which included workflows, wireframes and screen mock-ups.

Voyij - contract from 2008 - 2010

Travel site that aggregates current deals and sales on hotels, flights, and vacation packages.

- Defined the product and the user experience in conjunction with company founders.
- Provided creative direction as well as strategic and architectural design guidance.
- Defined the look and feel of the site.
- Delivered detailed screen design mock ups and UI specification documents.

Right Sized Media - contract in 2007

Online media service for finding, playing and sharing pop culture quotes.

- Collaborated with the VP of Product Management defining the look and feel.
- Translated wireframes into screen designs.
- Laid out content in order to facilitate navigation.

Rentley - contract in 2006

Online consumer marketplace.

- Worked directly with executives in defining the product and the user experience.
- Defined the mix of product, hierarchy, and user level meta data as well as their layout.

Sharefare - contract in 2006

Social media platform.

- Collaborated with marketing and project management teams in defining the platform's capabilities.
- Actively involved in the concept research stages.
- Created a series of Concept Briefs, Market Requirements Documents and Ripomatics of the major concepts.
- Took part in the development of use cases.
- Created documentation material, which included workflows, wireframes, use case write-ups and notations.

NECTARINE GROUP
2008
Palo Alto, CA

UX Design firm for consumer devices.

Sr. User Experience Designer

- Worked closely with the UI and Visual design teams to deliver cutting edge interaction solutions for our clients' digital products.
- Designed interfaces for web applications.
- Delivered detailed wireframes and UI specification documents to engineers.
- Translated wireframes into visual design solutions.
- Worked closely with clients to meet their interaction design needs for their digital products.

SIDESTEP
2006 - 2007
Santa Clara, CA

Travel search engine which aggregates information from over 200 sites. Acquired by Kayak.

Sr. User Experience Designer

- Collaborated with the product team in various site wide initiatives focusing on improving the user experience, overall functionality and performance.
- Partnered with all the teams in designing new and innovative fare tracking and personalization tools.
- Improved the effectiveness of SEO pages resulting in increased user retention and traffic conversion.
- Designed expandable page layouts that allow for the addition of third party and user generated content.
- Collaborated in a variety of ad campaigns ranging from advertising (banner type ads) for the US and UK, email collection, to promotion of deals.
- Designed various configurations of SideStep's external widgets and site Co-brands in an effort to promote company partnerships.

INTERVAL RESEARCH
2005 - 2006
Palo Alto, CA

High-tech research company owned by Paul Allen.

Interaction Designer /Sr. Visual Designer

- Involved in defining and designing the features, usability aspects and functionality of a touch screen VoIP based videophone.
- Created workflows, wireframes, and documentation material.
- Collaborated in designing the User Experience by defining the UI and visual look and feel.
- Created interactive Flash demos and prototypes for management.

CORPORATE
COMMUNICATIONS
1999 - 2004
Rochester, NY

Interactive design agency for web-based consumer.

Art Director

- Lead and managed visual and creative design web based projects for external clients.
- Worked closely with a team of project managers, designers and programmers to integrate clients' business requirements into interactive design solutions.
- Provided guidance in visual and usability design to other designers.
- Brought to the table innovative new concepts and creative ideas to achieve dynamic, user-friendly and high-quality designs compliant to W3C standards.
- Managed and worked directly with a wide range of clients.
- Coordinated resources, supervised workflow, timelines and production in order to keep projects within timeframe and under budget.

Interactive Graphic Designer

- Gained hands-on experience on the aspects of creative and production processes of design.
- Involved in the production and development aspect of numerous projects which required HTML and CSS coding as well as familiarity with XML, Javascript, and PHP.
- Collaborated with other design/ad agencies in the production of various web sites and interactive online presentations.

EASTMAN KODAK CO.
1996 - 1998
Rochester, NY

Web Designer

- Provided creative design solutions to internal Kodak clients.
- Lead large to small-scale intranet Web sited from conception to completion.

Interactive Media Designer

- Designed and produced a promotional interactive CD-ROM outlining Kodak's work in the areas of graphic design, industrial design, packaging design/engineering, and strategic design & usability.
- Initiated the creation of parallel Web content.

COGSWELL
POLYTECHNICAL
COLLEGE
2006 - 2007
Sunnyvale, CA

Cogswell Polytechnical College is a private, non-profit college for the digital arts.

Associate Faculty (part-time)

- Taught senior level courses in the areas of: Web, User Interface, User Interaction and User Experience design.

EDUCATION

1997 Rochester Institute of Technology
Master of Fine Arts: Computer Graphics Design
1996 Advanced Graduate Certificate: Interactive Multimedia Development
1995 Bachelor of Fine Arts: Graphic Design