

I'm a UI/UX Designer & Developer with 10+ years shaping cohesive, multi-channel brand experiences across global digital ecosystems. I blend strategic thinking and design to tell compelling brand stories, deliver scalable design systems, and guide cross-functional teams in elevating global brand identities.

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## Professional Experience

### Senior UI/UX Designer

Olympus Corporation of the Americas / May 2019 – Present

- Conceptualize and deliver brand-led digital experiences that translate complex business objectives into cohesive visual narratives and engaging brand stories across global platforms
- Led creation of a global brand framework and partnered with international design teams to develop a digital design system adopted by all regions, ensuring brand consistency and alignment
- Partner with creative, strategic, and development teams to translate business objectives into cohesive digital experiences and deliver high-quality, brand-aligned creative projects across multiple channels
- Design and deliver data-informed email campaigns that translate complex messaging into cohesive, brand-driven stories, engaging over 700,000 subscribers per month
- Championed team adoption of Figma through workshops that unified design collaboration and elevated creative consistency across all digital media
- Provide design leadership on global initiatives, partnering with international teams to elevate digital presence and ensure consistent brand application

### Senior UI/UX Designer

Citro Digital / January 2018 – May 2019

- Influenced art direction and strategic design solutions across digital and print media, shaping cohesive brand experiences for multiple clients
- Led and coordinated cross-functional design projects, ensuring high-quality, on-time delivery while fostering creative collaboration
- Designed research-driven digital experiences for 15+ clients annually, leveraging user personas and competitor insights to increase engagement and leads
- Created interactive prototypes and presented design solutions to clients, ensuring functional, brand-aligned implementation across projects
- Conducted client trainings to empower content management, reduce support requests, and maintain consistent brand presentation
- Designed an award-winning, cross-platform digital campaign promoting a voice skill, delivering innovative storytelling and measurable audience engagement

### Front End Designer & Developer

3Seed Marketing / July 2014 – January 2018

- Led end-to-end web projects, from user research and wireframing to design, development, and quality assurance, delivering seamless digital experiences
- Designed print and branding materials, including logos, brochures, and advertisements, ensuring cohesive brand presentation
- Facilitated cross-department collaboration and project communication, streamlining workflows and ensuring timely delivery
- Maintained and optimized websites, implementing updates and fixes to ensure smooth functionality and consistent user experience

## Skills

### Design

Visual Storytelling  
Branding & Identity  
Design System Architecture  
Interaction Design  
Wireframing / Prototyping  
User Research  
Journey Mapping  
Information Architecture

### Development

HTML5, CSS, Sass  
Javascript, JQuery  
Front-end Frameworks  
CMS Platforms

## Tools

### Design & Branding

Figma  
Illustrator, Photoshop,  
InDesign

### Prototyping & Collaboration

Adobe XD, Sketch, InVision

## Education

### Bachelor of Fine Arts in Communication Design

Kutztown University of Pennsylvania / May 2015