

An established creative leader with over ten years professional experience in strategy-driven design solutions—based on end user needs and goals. An eye for design, process driven methodology and team-oriented collaboration ensure all projects are explored to their fullest potential.

PROFESSIONAL EXPERIENCE

CURRENT TOOLBOX:

ADOBE CREATIVE SUITE
OMNI GRAFFLE
GOOGLE DOCS
CSS EDIT
KEYNOTE
MICROSOFT OFFICE
BASECAMP
BACKPACKIT
DELICIOUS
SOCIAL TEXT WIKI
CAMPAIGN MONITOR
MAIL CHIMP
LITTLE SNAPPER
FLICKR
TWEETDECK
FILEZILLA
JING
DROPBOX
VIMEO
& MORE...

WORKING KNOWLEDGE OF:

HTML/CSS
JAVASCRIPT/JQUERY
MOBILE PLATFORM UI
ACTIONSRIPT
DRUPAL
WORDPRESS
PHP/JAVASCRIPT/XML
FACEBOOK/TWITTER APIs

MEMBERSHIPS:

AIGA (Graphic Designers)
ADC (Art Directors)
MODEV (Mobile Developers)
IXDA (Interaction Designers)
NMWA (Women Artists)
UIE (User Experience)

THE WASHINGTON POST Washington, DC

2005-Present

SENIOR WEB UX DESIGNER

Leads and manages requirement gathering sessions, user experience documentation and design exploration through the web development cycle for the Advertising, Marketing, News and HR Departments. Works directly with business executives and technologists to ensure project is delivered according to business goals and end user needs.

Sample projects include:

- » Integration of Facebook 'recommend' & twitter stream on Washington Post website
- » eCommerce solutions for product acquisition, subscription renewal and event tickets
- » Subscriber service features for account management on mobile & web
- » New product development for diversified revenue streams including, TastePost, Capital Business, Washington Post Live & Classified Self-Service applications
- » Washington Post Media Brand definition and Advertising media website
- » Human Resources career website featuring company benefits & current job openings

SWIM DESIGN CONSULTANTS Silver Spring, MD

2003-2005

LEAD WEB DESIGNER

A design consultant for education and museum based clientele seeking a digital marketing strategy. Small design studio allows hands-on approach to all projects, including executive presentations, managing projects and collaborating with freelance designers & developers.

Sample projects include:

- » Brooklyn Museum of Art website template system & style guide documentation
- » 'Design a Plate' kiosk for the Winterthur Museum traveling Porcelain exhibition
- » Princeton & Harvard Universities Alumni html email & interactive appeal

RAZORFISH CONSULTANTS Boston, MA

2000-2001

DESIGNER

Collaborates with an international interactive design team to provide robust solutions for Fortune 500 companies.

Sample projects include:

- » Estee Lauder International website hosting entire product suite, in English & French
- » Origins Brand Makeup website design leveraging established brand guidelines
- » Gloss.com website concept exploration that would host all Estee Lauder brands

(Visit www.colorhive.com/portfolio for additional project descriptions.)

EDUCATION & TRAINING

2010 Yale School of Management, Executive Program - Business Perspectives for Creative Leaders by AIGA

2008 Certified Agile Methodology Training - Scrum Master

2007 CSS Standards & Best Practice Training

2000 BFA Graphic Design, Iowa State University

Sample design work ranges from a sketch on a napkin to a fully developed branding strategy, including logo design & stationary, website design & development, social media & analytics, project management and much more.

SAMPLE PROJECT & PROCESS WORK

PROJECTS INCLUDE:

- RESEARCH
- CREATIVE BRIEF
- BUSINESS GOALS
- COMPETITIVE ANALYSIS
- MARKETING PLAN

- SKETCHES
- CONCEPT EXPLORATION
- CONTENT ANALYSIS
- PERSONA DEVELOPMENT
- MOOD BOARDS
- CONCEPTUAL DESIGNS
- BRANDING

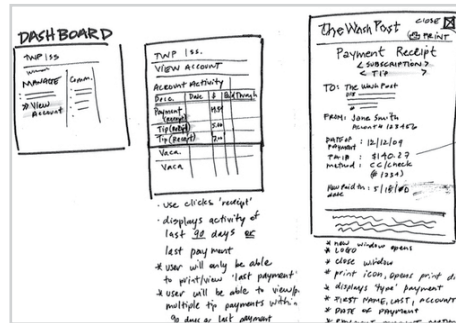
- INFORMATION ARCHITECTURE
- WIREFRAMES
- PROTOTYPES
- DETAILED VISUAL DESIGNS

- FEATURE PRIORITY
- TASK BREAKDOWN
- TIME ESTIMATES
- PROJECT PLAN

- SPRINT KICK-OFF
- DEVELOPMENT OVERSIGHT
- DESIGN MANAGEMENT
- TEAM COLLABORATION
- DEPLOYMENT PLAN

- USER TESTING
- SITE DOCUMENTATION
- ADMIN TRAINING

- LAUNCH PARTY!
- REVIEW DISCOVERIES & ANALYTICS
- BEGIN NEXT SPRINT



MANAGE YOUR ACCOUNT UI SKETCH



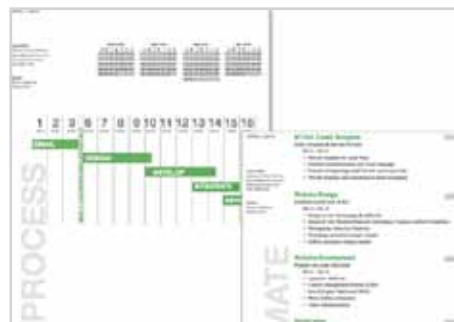
WASHINGTON POST LIVE TEMPLATE BLOCKS



FRESH TABLE FOODS BRANDING & WEBSITE



WASHINGTON POST CONTEST CONTENT ANALYSIS



PROJECT DELIVERY STRATEGY



ANIMAL HIVE CHILDREN APP UI & DESIGN



colorhive.com/portfolio