

DESIGN

B2B & B2C
Branding
Design Strategy
Creative Direction
Product Development

FRONT-END DEVELOPMENT

HTML, CSS, CMS systems

MARKETING

Social Media & Digital
B2B & B2C
A/B Testing
Analytics

USER EXPERIENCE

Userflows & Site Maps
Information Architecture
Wireframing/Prototypes

CONTINUING EDUCATION

01.12 - 03.12
Strategic Leadership in Hospitality
eCornell/Cornell University
Ithaca, NY

LANGUAGES

Native English
Intermediate Spanish
French
Indonesian

EDUCATION

05.06
Experimental Jewelry Design
Alchimia: Scuola Gioielleria
Contemporanea, Florence, IT
09.00 - 01.01
Fashion Design
Parsons School of Design,
New York, NY
09.95 - 01.00
B.A., Visual Arts
Rutgers University,
New Brunswick, NJ

DIGITAL ADVERTISING & PRODUCT DEVELOPMENT 02.14 - PRESENT

Anthology Marketing Group, Honolulu, HI

Experience Designer

Analyze & define content strategies and information architecture for web sites & mobile application design. Work closely with both front-end and back-end development teams to design strategic solutions for enterprise web sites. Participate in strategy, estimates and pitch work. Produced client-work that have been recipients of internationally-recognized awards in 2015.

2015 Gold & Silver AVA Awards • 2015 Gold & Silver Hermes Awards • 2015 AAF District 13 Bronze Award

FREELANCE 06.01 - PRESENT

Visual Designer

Design across media ranging from event signage to mobile apps. Branding/identity, marketing communications and product development for a variety of clients in industries ranging from finance to education. Clients have included DJ City, Goldman Sachs, McGraw-Hill, Santa Clara University, Bertelsmann Online, World Wildlife Fund and others.

START-UP 03.13 - 01.14

Eclectik Group, Honolulu, HI

Creative Lead

In the first three months:

- Closed several projects behind schedule
- Brought open projects to speed
- Created/recruited a roster of talent
- Recruited key players for bids
- Signed on two new clients

Developed design strategies for clients and new business development. Executed designs, developed relationships with vendors, managed multiple projects/clients, assessed creative scope for projects, and wrote design/marketing proposals.

DIGITAL & TRADITIONAL ADVERTISING 08.10 - 01.12

MRM/McCann, Princeton, NJ

Designer

Consistently produced high-level work produced within budget under rigorous deadlines. Created design work for global and national brands including Avis, Budget, Bristol Myers-Squibb (Orencia), Educational Testing Service (TOEFL, TOEIC, GRE, Praxis, TOEFL Junior) and Sepracor (Lunesta).

FASHION / WHOLESALE / RETAIL & E-COMMERCE 08.03 - 01.07

SYIVA Jewelry, Bali, Indonesia

Owner/Designer

Developed and managed a jewelry/accessories company with manufacturing operations in Indonesia for export to the US & Japan.

IN-HOUSE DESIGN / PHARMA 08.04 - 09.06

Bristol Myers-Squibb, Plainsboro, NJ

Web Designer

Design work as an in-house designer contributed to a savings of 7 million dollars in 2005. Part of a 6-person in-house interactive team for internal marketing communications.