



UX / UI | GRAPHICS | MOTION

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 Townsend, MA

Experience building and rebranding companies as a launching pad for a career in UX. Helping clients learn who they'd like to be and how to get them there.

DIGITAL DESIGN WORK

1995 — Present

Agency, media, client-side, and freelance. Redesigned and built numerous websites, mobile apps and motion graphics for Fortune 500s and startups including:

- Redesigned Citi's Asset Management web properties.
- Reorganized TRW Automotive's organic web 1.0 car parts site into five Strategic silos of "Cognizant Safety Systems."
- Launched highly successful Active Network of companies.

21
digital spaces
launched

INCLUDING:
IBM OS 2
Budweiser
Fox Sports
Active.com
Novartis Global Pharma

10
rebuilt and
rebrands

INCLUDING:
BNY Mellon
TRW Automotive
Citibank
SAP
Nobok Sports Legends

PRINT DESIGN WORK

1995 — Present

Agency and freelance. Designed and

- Newspaper
- Magazine
- Transit
- Out-of-home
- Collateral
- Books

37
campaigns
and projects

INCLUDING:
Logosophia Books
BNY Mellon
James Patterson
Environmental Defense Fund
LL Bean

Art directed and produced a 96-page commemorative book for Sport Magazine on the World Series in 7 days.

TOOLS

Photoshop	Sketch
Illustrator	Invision
InDesign	Balsamiq
After Effects	XD
Premiere	Omnigraffle

SKILLS

Branding / Visual Design
Information Architecture
Designing Personas
Prototyping / Wire-framing
Usability Analysis
Animation

EDUCATION

Certificate in UX Design
Emphasis on Voice UI
for Amazon Alexa
CareerFoundry 2019

Trained with Lean methodologies and industry best practices. Designed AR scavenger hunting app, and currently designing Alexa skills.

Interactive Design
Pratt Institute 1994 — 1996

Typography, color theory, illustration, animation, and layout principles. Use of then-standard interaction vehicles.

Bachelors in English
Union College

Connect:

