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## Creative Designer

Accomplished professional with deep experience in visual design. Develops high-quality creative, ensuring optimized and fully functional designs and consistently executing on time and on budget. Offers leadership and project management experience, including overseeing designers/developers and providing design direction.

### CORE COMPETENCIES

Marketing Animation | Visual Design | User Interaction & User Experience (UI/UX) | Production Efficiency | Photography | Video Editing  
Technical Skills: HTML5, CSS3, JS, Greensock tweening, JSON, XML, JQuery, Adobe CC, Web Optimization, browser debugging

### EXPERIENCE

#### **Senior Designer / Developer** | 2012-2017

Shutterfly, Redwood City, CA

Created static and animated display ads for crucial drive times, new product releases, brand awareness, and evergreen marketing. Mentored Junior designers in workflow, optimization and design. Managed designer and developer contractors. Created interactive website assets.

- Designed hundreds of ads between Q4 2015 and Q1 2017, generating billions of impressions and millions in revenue.
- Raised technical, optimization and aesthetic quality of Shutterfly's display banners significantly.
- Created HTML5/Photoshop templates and workflow that made the switch from Flash to HTML5 seamless.

#### **Senior Video / Interactive Developer** | 2007-2012

Salesforce, San Francisco, CA

Designed, developed, and managed large- and small-scale interactive projects for Salesforce.com website and external marketing. Created homepage banners and third-party banners. Managed YouTube channel for customer videos, titles, SEO, and playlists. Partnered with executives, product owners, designers, and art directors to produce collateral.

- Developed system for translating Flash video presentation tool into multiple languages using openCMS
- Migrated top 250+ customer testimonial videos from expensive CDN to YouTube, including editing and compositing raw footage in After Effects and creating video players to match branding on customer story pages.
- Developed scalable video players that were integrated into the openCMS, enabling producers to change copy, photography, video content, and video player size through a simple form.

#### **Senior Creative Designer** | 2005-2007

Vitesse Learning, San Francisco, CA

Led creative projects for high-profile, international banking and healthcare organizations. Interfaced extensively with clients, from initial discovery through prototype. Provided technical and visual direction in creation of original, Flash-based e-learning programs, commercials, web portals, and print collateral.

- Played key role in establishing the creative department, a key factor in Vitesse gaining a competitive edge in the e-learning industry.
- Developed and managed numerous multimillion-dollar projects.
- Elevated visual and technical quality of prototypes and documented standards / technical specifications for each project, directly and dramatically impacting customer satisfaction and the bottom line.

### EARLY EMPLOYMENT

#### **Contractor** – Ideum, The Tam Group, Bridgeway Media Group, Sausalito and San Anselmo, CA

*Created variety of UIs for web apps, kiosks, e-learning modules, and websites.*

#### **Contractor / Creative Designer** – Autodesk, San Anselmo, CA

*Directed and produced suite of e-learning courses for Autodesk's internal web maintenance tool.*

### EDUCATION

**Waldorf Education:** Rudolf Steiner College, Fair Oaks, CA