

Project Experience

User Experience Design, Los Angeles, CA and Philadelphia, PA 2007 to Present

- **DSG, Malvern, PA** - Senior Interface and User Experience Design Consultant. Design the interface for their main product which tracks and reports clinical trial data for pharmaceutical and medical procedures. Met business requirements and user needs. Combined CSS, AJAX, asp.net Javascript and pdf technologies.
- **StanAb LLP, West Chester, PA** - Web design and development using CSS standards. Site maps created to develop usage scenarios, technical specifications and product design that fits business requirements.
- **Proleukin.com** - Devised User Experience and product strategies, performed expert reviews and planning. Wireframes created in order to develop usage scenarios, technical specifications and product design that fits business requirements.
- **USSearch.com** - Performed expert product reviews. Determine the right feature set that drives engagement and usage of enterprise software and website. Web page and forms designed to meet technical specifications and design that fits business requirements.
- **Sustainability Network** - Devised UX and product strategies, performed expert reviews and planning. Designed site maps, personas and wireframes associated with usage scenarios; Designed user interfaces for desktop, client, and web applications. Created strategic plans and developed product requirements. Enacted product planning, product design, product features and enhancements from the user's perspective.

Motion Graphic Design, Los Angeles, CA and Philadelphia, PA 2006 to Present

- Designed, animated and finished film title graphics. HDTV, HD-DVD video and print. Clients include Universal Studios, NBC, ABC, Fox Sports, Warner Brothers

User Experience Design, Studio Cognito/Comchoice, El Segundo, CA 2003 to 2005

- Created process flow charts, site maps and wireframes for numerous interactive games and DVDs. Clients included the BBC, Disney, Newline Entertainment, Kirin Beer, SnapTV

Motion Graphic Design, Studio Cognito/Comchoice, El Segundo, CA 2003 to 2005

- Designed and animated DVD games and menus.
- Art directed, assistant produced and animated the first DVD game for Comchoice. This award winning project established schedules and production workflow that were used to launch the busiest and most profitable division of interactive graphics for Comchoice, DVD Games.
- Trained designers to use various advanced techniques with After Effects, enabling the creation of complex designs in a shorter period of time.
- Set up and created training documentation for PC Render Farm, freeing up the designer's workstation to continue the creative process.

Motion Graphic Design, Aspect Ratio, Hollywood, CA 2001 to 2002

- Working directly with the Lucas Film client on a national television ad campaign, delivered successful animated graphics for the first "Star Wars" DVD and "The Phantom Menace" within a short turn-around time period.
- Created format guides that improved the production and art direction when delivering projects for film finishing.
- Developed an extremely efficient workflow with a number of quality control checkpoints that greatly improved communication and increased accuracy.

Motion Graphic Design, Los Angeles, CA 1997 to 2001

- Created animated graphic show opens, bumpers, interstitials and lower thirds for: Nickelodeon Latin America; Disney International; Sky Network; Univision; Sabado Gigante; Novocom; Fox Sports; Fox Network; ABC Network Promotions; ABC Video Design Group; NBC4 News; Warner Brothers Network; Access Hollywood; Extra

Hardware and Software Experience

Expert

After Effects CS3
Photoshop CS3
Illustrator CS3
InDesign CS3
MAC OS Leopard

Proficient

Blender 3D 2.48a
Dreamweaver CS3
Final Cut Pro HD 3.0
iWork and iLife including iWeb, iPhoto, Numbers, Pages and Keynote
PC Windows
Quantel Henry, Quantel Hal, Quantel EditBox
AP Graphics Library

Working Knowledge

Dreamweaver CS3
HTML/CSS
Cinema 4D R10
Lightwave 7.0
Google Sketch Up 6.0
Discrete Logic Flame
Chyron
Filemaker
MS Word

Basic Understanding

Search Engine Optimization
Excel

Education

BFA with honors - Tyler School of Art / Temple University, Philadelphia, PA
Psychology & Mathematics prerequisites for a masters in Human Computer Interaction - LA Harbor College
User Experience Design for the Web - UCLA Extension, Los Angeles, CA
User Experience Design Certificate, Web ReDesign: Strategies for Success, Online Course
CMS Web Graphics and Layouts Using Open Source Tools Online Course
CSS Positioning Best Practices Online Course
CSS Crash Course by SitePoint Online Course
CSS for Designers, Online Course
Creating Dynamic Menus Using XHTML, CSS, and JavaScript Online Course
Dreamweaver Introduction - Chester County Adult Training
Preparing WordPress.com 2.7 Essential Training Online Course
PHP with MySQL Essential Training Online Course

Awards

PhillyCHI Design Slam Award 2010
American Graphic Design Award for "Super Size Me" DVD game production
American Graphic Design Award for "Love Meter" DVD game design
Telly Award for "Love Meter" DVD game animation
Telly Award for "Algebra School" DVD instruction
BDA Silver for Nickelodeon Latin America's "Brazil 500" open
Local Emmy for Univision's "Esta Preparado" open
Local Emmy Nomination for KABC's "LA Extra" open