

Strategic hybrid UI/UX and creative designer with nearly two decades of experience growing business and teams for Fortune 500 clients. Excellent presentation and communication skills with clients and internal teams. Collaborative, data-driven design with experience both in-house and agency environments.

PROFESSIONAL EXPERIENCE

CROWE LLP (formerly Crowe Horwath) Grand Rapids, MI

Senior UI/UX Designer, team lead | June 2017-present

One of the top 10 public accounting, consulting, and technology firms. Lead transition from old Ektron-based site, to a unified Sitecore implementation which hosts both the US LLP site and over 140 international member firm sites. Worked with digital team to plan and expand module library for both LLP and international firms. Created, designed and led digital, interactive and campaign-based marketing communications. Managed work with outside vendors as well as the digital marketing team.

THE MX GROUP Burr Ridge, IL

Interactive Art Director | April 2011-May 2017

The Mx Group is a Demand Generation and Digital Development agency that provides marketing, web design, custom software development. It has been consistently recognized in the top B2B agencies in the Chicago area. Responsible for developing and directing creative execution for web, social media engagement, print advertising, video and tradeshow design for B2B clients. Focus on digital design and helping with execution for web, microsites, and email/landing page campaigns including fully automated journeys with Marketo. Create and guide strategic conceptualization leading design teams and concepting full campaigns and projects with creative writers. Responsible for managing relationships and delivering creative pitches for both internal reviews and client presentations for Fortune 500 clients.

TECHSMITH CORPORATION Lansing, MI + Remote from IL

Senior Web Designer | Sept. 2005-April 2011

Software development company with over 30 million users around the world. Lead designer for large marketing campaigns and projects, redesigned module-based corporate site and produced websites for software releases. CMS transition: key role for restructuring site architecture, common site components, and shifting to a modular site. Agile environment (scrum-based) working with hybrid team of web developers and designers. UX research developing personas, information architecture design across multiple departments and working groups. Designed and developed web UI, webpages for marketing, advertising/tradeshow landing pages, training, and documentation. Functional prototypes for modules including responsive breakdown and interactive.

B CREATIVE/BARFUSS CREATIVE SERVICES Grand Rapids, MI

Lead Designer / Web & Print Design / Account Management | May 2001-Sept. 2005

B CREATIVE is a marketing, advertising, and design firm. Worked on a wide variety of projects from corporate identity, interactive media and web design, and various print pieces including promotional and catalogs.

PULP+PIXELS DESIGN

Aug. 2005-Present

Worked with numerous businesses for design strategy, web site design, branding, and print design. Pursued freelance work as a way to evolve my own skills and provide areas of growth and range of creative problems outside of daily projects. Also developed one of the web's first responsive CSS frameworks called "Columnal".

PROFESSIONAL GROWTH

Member — Interaction Design Association (Chicago)/AIGA Chicago
"Columnal" — Developed one of the web's first responsive CSS frameworks

+40%
site click through rate

+124%
lead generation

+150%
of sales goal achieved

90%
sales reps reporting a better customer response

1 IN 4
trials converted to purchase within first 14 months of launch

SKILLS

Research | Task analysis & persona hypothesis • A/B testing & experimentation • Cafe & diary study • Cognitive walkthrough

Prototyping | Rapid prototyping using Keynote & Invision, Ceros, and modular component development • Interactive flows

Design | Concept sketching • Wireframing • Modern web standards • Responsive design • Developing/utilizing personas, user stories, and journeys • Planning automation journeys and conversion optimization • Print design • Photography

Tools | Creative Cloud • Sketch App w/ Framer • Axure RT • Balsamiq • Ceros platform • Invision • MS Office / iWork • Camtasia Studio • Source control (Git, Subversion) • Project Management (Azure DevOps, BaseCamp, JIRA)

EDUCATION

Grand Valley State University
Allendale, MI
NASAD Accredited Program
BFA in Graphic Design, 2002

PORTFOLIO

Recent work viewable online at work.pulpandpixels.com

References available upon request.