



workexperience

In-House Lead UX/Web Designer for Smart Harbor/The Shipyard LLC. Create custom responsive website layouts, web app layouts, assets and content for Smart Harbor's insurance clients. Designed all UX and visuals of the first small insurance agency web app experience that uses a quoting system that requires no application download. Use Sketch App and InVision App for prototyping website/mobile web apps to help our team visualize ideas and pitch ideas to our stakeholders. Designed/Illustrated custom vector icons, logos, graphic elements. Designed within the boundaries of Foundation's 12-column system and AA level ADA Compliance using WCAG 2.0 guidelines. Use HTML, CSS (including Flexbox) & JS knowledge to execute design concept ideas, and collaborate with our front-end web developers using Git through Visual Studio. Operate on a DEV team within a SCRUM environment based on the point system.

40 Hrs. per week. January 2018 - Present (Company recently acquired by ITC)

Contracted Freelance Designer for Battelle Memorial Institute. Conceptualize, draw, and design infographics for the government and commercial sectors of Battelle using Adobe Illustrator. Illustrate, in vector, all assets for the infographs. Conceptualize, draw, design and prototype UX designs using Adobe Illustrator, SketchApp and InvisionApp.

Nights & Weekends, 8-10 Hrs. per week. July 2017 - July 2018

In-House Lead Design/Creative Director for Community Banc Consulting, Inc. Create custom responsive website layouts, assets and content for multiple banks across Ohio. Designed/Illustrated custom vector icons, logos, graphic elements for these websites. Helped the client create a simple and clear UX, sitemaps and navigation ease. Steered the client into marketing opportunities within their website. Designed within the boundaries of the Umbraco CMS system using a 12-column system and ADA Compliance using WCAG 2.0 guidelines. Used HTML and CSS to execute the design inside the CMS. Met with clients to discuss designs and any marketing materials as well helped the client find a direction and a look that embodied their brand and messages within the responsive website design. Used InVision App to show the client prototype website before the site was developed. Created marketing materials, logos, business card, etc.

40 Hrs. per week. September 2016 - December 2017

In-House Graphic Designer II/Illustrator for Cardinal Health. Create B2B and retail package design for Cardinal Health medical products including boxes, tags, polybags, and labels while maintaining brand identities for each brand. Work with Senior Labeling Specialists directly, including meetings, emailing, and phone conversations. Translate a wealth of information on spreadsheets to labeling and packaging, while maintaining Federal Regulations. Envision and create concept work for retail packaging, including illustrations. Created vector illustrations of products for retail packaging and marketing collateral. Storyboard and create vector illustrations for instructional booklets. Responsible for writing brand guidelines for the illustration side of Cardinal Health's Creative Services. Conducted presentations on packaging and illustrations. Responsible for goals surrounding illustration at Cardinal Health.

40 Hrs. per week. Late Jan 2015 - July 2016

work experience is continued on next page...

digitalexperience

Expertise (10+ years) in Illustrator CC, Photoshop CC, and InDesign CC. Proficiency (4+ years) in HTML, CSS, CMS Management, Microsoft Office Suite. (3+ years) InVision App, Sketch App, VS Code, JavaScript, JQuery & ADA Compliance Practices using WCAG 2.0 Level AA. (1 year) Git, Adobe XD, Flexbox. MacOS Catalina & Windows 10+.

educationexperience

Bachelors of Fine Arts degree in Illustration with a minor in art history from Columbus College of Art and Design; Graduated in May 2006 Magna Cum Laude.

References will be given upon request. Recent employers encourage phone calls.



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In-House Sr. Graphic Designer for Micro Electronics, Inc. and it's partner company IPSG. Create retail package design for all 4 brands under IPSG including boxes, tags, polybags, and labels while maintaining brand identities for each brand. Work with IPSG Buyers directly, managing the entire design process from each project's start to end, including gathering competitor data research, products specs, restrictions, functionality, die-line accuracy, etc. Work with offices in Taiwan throughout the projects life, managing updated specs, test reports, etc. Work with Intel, AMD, and others on product launches in print and web. Maintain IPSG web graphics on microcenter.com, guiding web designer to the look and feel desired by the head of IPSG and myself. Maintain IPSG pages in Micro Center's broadsheet including product updates, page layout, type, and guidance for the advertising dept. as to the look and feel desired by the head of IPSG and myself. Responsible for (large) product launches at Micro Center Stores. Leading a small team of back-end developers, while creating the design, UX, and front-end coding to replace our current IPSG website.

40+ Hrs. per week. Some Weekend. Early May 2011 – Jan 2015 (Better Opportunity)

Freelance Graphic/UX/Web Designer for DreamFlu™ - UX and creative direction for their DPHR App using graphic design and using InVision to create presentations and prototypes for funding meetings with large investors. Worked directly with the founders of DPHR and DreamFlu™ to brainstorm and create new ways for users to provide valuable information to the healthcare industry. Used basic HTML skills to design a prototype complete with navigation on InVision.

2013 - Summer 2017

Motorcycle Hall of Fame - All Design for promotional projects including pins, brochures, posters, web banners, etc. for the year of 2008.

In-House Sr. Graphic Designer/Web Coordinator for Gertrude Hawk Chocolates and their retail clients. Created packaging for Gertrude Hawk Chocolate Stores, Macy's Department Stores, and Dollar Tree Stores. Oversaw each project through until production, managing production designers through the creation of package design while often going on press to make sure quality and PMS colors were to client's approval. Designed print materials, catalogues and brochures. Coordinated the web department: designing all banners and HTML Newsletters using CMS and knowledge of HTML to create custom newsletters; managing all changes and updates using knowledge of HTML and CSS to command new designs, looks, and functionality with websites CMS and Adobe Dreamweaver; creating/coordinating all marketing strategies; creating UI specific designs to update current user flow within the shopping cart along with updating e-commerce usability flow and design; creating a budget, plan, and goals for the company website. Organized weekly meetings with the VP of Retail Sales, the Art Director, and Head of Web Fulfillment to go over strategies and watch trends. Used CMS and Google Analytics. Maintained relationships with web developers, marketing companies, and other departments within the company. Cleaned up inefficient methods of marketing and implemented new strategies to take their website to its best year to date also noting the current strategy is producing another successful year for the company.

40+ Hrs. per week. Some Weekend. October 2008 – November 2010 (moved back to Columbus)

Please Contact Melanie Nardozzo, Art Director (800) 833-3020 ex. 366

In-House Graphic Web Designer/Marketing for The Stonehenge Company and its partner companies. Created concepts and designs for all print, web and interactive material for the entire multi-million dollar company. Designed graphics, signs for real estate and it's restaurant, business cards, flyers, HTML newsletters, websites, stickers, banners, brand identities, logos, window graphics, menus for the restaurant, etc. All website/HTML Newsletter layouts were created using Adobe Illustrator and/or Photoshop. Then were sliced and brought into Dreamweaver where HTML and CSS were used to achieve the look and functionality desired. Researched pricing, paper suppliers, and print shops to build ongoing relationships and order whatever needed for the company's marketing. Assembled and made most of the printed material in house. Developed complex websites, data forms along with some search engine optimization.

40 Hrs. per week. February 2008 – September 2008 (moved out of the area)

In- House Graphic Designer/Web/Illustrator for Made U Look Marketing and Design, and Community Bank Consulting of Ohio. Provided creative planning, illustration and graphics, website layout design, business cards, brochures, logos, brand identities, websites, mailers, flyers, T-shirts, banners, trade-show items, etc. Attended meetings with clients to discuss ideas and designs. Work directly with creative director, adding input with creative ideas, copy text, and current trends.

40 Hrs. per week - part-time. December 2006 – February 2008 (better opportunity)