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EXPERIENCE

Freelance | Visual + UI/UX Designer

Managed projects across government, pharmaceuticals, finance, fashion, law and real estate. Collaborated with clients and stakeholders to conceptualize, design, and launch websites, brand identities. Delivered top-notch design docs including sitemaps, user flows, wireframes and mockups, while creating hi-fi designs. Proficient in developing informational & eCommerce websites on WordPress. Clients/projects include Howard University, Rutgers University, Senator Cory Booker, Coldwell Banker, Astra Zeneca and Asurion.

Jan 2005 - Present | Remote/On-Location

Bare Necessities | Digital Art Director

Led UI/UX design for a major brand relaunch; collaborating with cross-functional teams to establish cohesive design standards across mobile, web, email & print. Adapted responsive eCommerce experiences for various devices, created wireframes and visual mockups thru business requirements, rapid iteration and feedback. Addressed UI and HTML/CSS issues with the development team. Produced style guides, facilitated usability testing through a third-party, designed icons, as well as rebranded various assets, including print and marketing materials.

Nov 2016 - May 2017 | Edison, NJ

Jackson Hewitt | Website Designer

Collaborated with the marketing director on tax season promotional landing pages and banner ads. Managed routine website updates on Ektron, maintaining content accuracy through thorough review & editing. Addressed design issues and guided website best practices. Supported server migration, created web pages with HTML/CSS using Bootstrap, and ensured consistent appearance and performance across browsers and devices.

Feb 2016 - Aug 2016 | Remote - Jersey City, NJ

LexisNexis - Lawyers.com | Senior Visual Designer

Design lead for LN's online products (Lawyers.com, Attorneys.com, Martindale.com). Collaborated with product teams to create wireframes, mockups, flows, prototypes, and conduct site audits. Led rebranding of Lawyers.com following new brand guidelines, designed mobile website layout and contributed to the UX team's inaugural [award-winning] iPad application, focusing on interface design and functionality, aligning with Apple Human Interface Guidelines.

Jan 2011 - Jun 2012 | New Providence, NJ

LexisNexis - Martindale-Hubbell | Senior Website Designer

Managed and executed up to 25 concurrent projects. Led end-to-end web design for attorneys and law firms, aligning solutions with client objectives. Supervised a team of four in website production, copywriting, client coordination and QA. Translated client business requirements into actionable plans, ensuring on-time and accurate project delivery. Provided technical guidance on HTML/CSS build issues. Successfully handled high-value clients, including a \$240,000 project, meeting deadlines and exceeding client satisfaction. Contributed to department branding and creative brief development.

Jan 2007 - Dec 2010 | New Providence, NJ

CAPABILITIES

Design

Art Direction
Visual Design
UI/UX Design
Branding + Identity
Product Strategy
Mobile Design
Wireframing
Prototyping
User Flows
Usability Testing
User Research
HTML/CSS

Tools

Photoshop
Illustrator
InDesign
Sketch
Figma
WordPress
Woocommerce
Google Analytics
Midjourney AI

Soft

Communication
Problem-Solving
Self-Starter
Teamwork