

experience

Kiehl's | freelance senior digital designer | June 2018

- Designed email, site and affiliate ad banner updates for the Global Division.

Dia&Co | freelance senior digital designer | May 2018

- Designed paid social assets, ad units and emails for Dia&Co's activewear service launch.

StriVectin | senior digital designer | November 2017 - March 2018

- Designed complete campaign packages including, but not limited to, the following: emails, desktop and mobile site assets, Instagram and Facebook post visuals, package inserts and affiliate banners.
- Collaborated closely with marketing and copy writers to ensure success of daily promotions.

New Avon | digital designer | April 2016 - September 2017

- Provided art direction for both visual and UX/UI designs.
- Redesigned, refined and elevated the representative website, emails and social media posts.
- Created and implemented a style guide for youravon.com.
- Worked closely with cross functional partners to ensure concise messaging with a refined visual experience in order to better the success of the representatives.

Victoria's Secret Direct | web designer | November 2011 - April 2016

- Partnered with internet merchants to support a/b testing leveraged to drive business.
- Developed process and a cohesive brand language for all marketing offer placements including but not limited to: desktop, mobile, mobile/iPad app and affiliate ads.
- Conceptualized and refined content, cohesive with seasonal branding, for desktop and mobile website updates, major brand bra releases and special projects.
- Validated UX projects and worked along side front end developers to ensure work was to specification.
- Designed all mobile site launches and updates from 2011-2014.
- Oversaw design of affiliate ad banners.

Macy's | freelancer | September 2011 - November 2011

- Assisted the interactive department with web creative such as affiliate ad banners, mobile banners, Facebook engagement ads and Spring 2012 concepts.

EFashionSolutions | web designer | August 2009 - September 2011

- Designed creative for the web based on brand guidelines and client direction; such as home page promotions, site banners, affiliate marketing campaigns, landing pages, splash pages, email blasts, flash sale promotions, gift guides, site refreshes and redesigns.
- Delegated tasks to the creative department via ACE task management system.

key accounts: Key accounts: Karen Millen, Ben Sherman, Jimmy Choo, Christian Louboutin, Paper Denim & Cloth, Lacoste, Romeo & Juliet, Dereon, Annie Sez (BCBG, Betsey Johnson, Calvin Klein, Michael Kors, etc.) Sean John, New Era, Paul Jr. Designs, Steinmart, Ashley Stewart, Rocawear, BabyPhat, Playboy, BunnyShop, Carolee, Coast & Applebottoms.

CareOne | site plan renderer | April 2008 - August 2008

- Rendered site plans and elevations.
- Illustrated evacuation maps for all CareOne facilities.

Direct Entertainment | auction manager | January 2006 - March 2008

NAI Long Island | marketing director | September 2003 - December 2005

- Designed and created brochures, websites, PowerPoint presentations and prospectus for marketing to stimulate client interest and sales leads.

education

State University of New York at Stony Brook | 1999 - 2003

- B.A. in Studio Art with a focus in graphic design