









DESIGN TOOLS

-  FIGMA
-  SKETCH APP
-  ADOBE XD
-  ADOBE ILLUSTRATOR
-  ADOBE PHOTOSHOP
-  ADOBE INDESIGN

DEVELOPMENT

-  HTML 5
-  CSS 3
-  WORDPRESS
-  JAVASCRIPT

OTHER SKILLS

- CREATIVE DIRECTION
- BRAND DEVELOPMENT
- WEB DESIGN
- VISUAL STORYTELLING
- DIGITAL MARKETING
- EVENT EXPERIENCES
- SOCIAL MEDIA
- PROJECT MANAGEMENT
- PHOTOGRAPHY DIRECTION
- VIDEO DIRECTION
- USER INTERFACE DESIGN
- USER EXPERIENCE DESIGN
- INTERACTIVE DESIGN
- PRODUCT DESIGN
- PRINT DESIGN
- PRESENTATION DESIGN
- LOGO DESIGN
- COPYWRITING

EDUCATION

2020 | CALIFORNIA STATE UNIVERSITY, FULLERTON

UX & CUSTOMER-CENTERED DESIGN CERTIFICATE

Customer / User Experience is an emerging trend that furthers organizational and business goals as well as performance. In this certificate, I learned about a user-focused business process that integrates cross-disciplinary research, design, and usability testing methodology to elicit effective end-user interactions and satisfaction with a company's products.

2012 | CALIFORNIA STATE UNIVERSITY, FULLERTON

BACHELOR OF FINE ARTS, GRAPHIC DESIGN

EXPERIENCE

JUNE 2021 - PRESENT

ART DIRECTOR | SENTINELONE

- Elevated SentinelOne's visual brand identity and creative direction across product marketing, social media, events, and other marketing initiatives.
- Led and mentored in house designers and contractors, ensuring high-quality and consistent visual output across all marketing channels.
- Collaborated with marketing managers, outside agencies and other stakeholders to align on campaign objectives and develop best-in-class creative concepts.
- Designed or directed the production of a diverse range of marketing materials, including digital ads, website layouts, social media assets, infographics, event experiences, presentations, and print collateral.
- Developed conceptual pitch decks to present and pitch ideas to stakeholders, including executive leadership.

MAR. 2020 - MAY 2021

DIGITAL DESIGNER | KAREO

- Collaborated with the demand generation and conversion rate optimization teams to boost MQLs by improving the SEO and conversion rates of Kareo.com.
- Enhanced online demo and pricing requests by 60% through designing a user-friendly web experience and refining Kareo's online pricing strategy.
- Partnered with the Kareo brand manager, campaign manager, and Director of Marketing to strengthen the Kareo brand across various digital platforms, including social media, digital campaigns, and Kareo.com.

FEB. 2019 - MAR. 2020

DESIGNER | BLACKBERRY

- Led the design and management of the interface, layouts, and user experience for BlackBerry.com.
- Created graphic elements, assets, and visual treatments for web, events, video, social media, demand generation, and other marketing materials.

EXPERIENCE CONTINUED

JULY 2016 - MAR. 2020

VISUAL DESIGNER | CYLANCE AQUIRED BY BLACKBERRY

- Collaborated with cross-functional teams to establish and uphold the visual integrity, brand standards, and consistency of the Cylance brand.
- Coordinated seamless website implementation between design and development teams, ensuring quality and alignment with brand objectives.
- Contributed to the evolution and strategy of design policies and practices, focusing on standards for interaction, color, typography, artwork, video, and all other visual and interactive elements of the brand.

MAY 2016

DIGITAL PRODUCTION ARTIST | INNOCEAN USA

- Created, organized, and managed digital assets to enhance the customer buying experience on HyundaiUSA.com.
- Collaborated with senior UX designers and the development team to deliver fully responsive digital assets for mobile and tablet platforms.

DEC. 2015 - MAY 2016

WEB DESIGNER | HIGH TRAFFIC ACADEMY LLC

- Managed all visual design and front-end development phases for websites and landing pages, from initial concept to final hand-off to back-end development teams.
- Developed wireframes, storyboards, user flows, site maps, and prototypes to effectively convey interaction and design concepts.

DEC. 2013 - NOV. 2015

CREATIVE CONSULTANT | EXSILIO SOLUTIONS

- Designed scalable campaigns and collaborated with leading technology brands such as Microsoft, Amazon, and Hewlett-Packard.
- Translated designs into HTML-based creative deliverables, including media assets, mobile applications, emails, web applications, website landing pages, and social media graphics.
- Developed high-quality HTML/CSS code following the latest industry standards for deliverability, thoroughly tested using relevant tools.

JUNE 2012 - DEC. 2013

DIGITAL MEDIA DESIGNER | VISLINK

- Served as Creative Lead for artwork, labeling, and brand development.
- Designed sales and marketing materials, including data sheets, application notes, environmental graphics, and landing pages.
- Led web page design and front-end development for Vislink product web pages and mobile applications.
- Collaborated with JavaScript and PHP developers to create functional, Web 2.0-compliant web pages.
- Oversaw the production of Vislink product videos for web and social media.