

ABOUT ME

My experience as a designer within the IT department and transitioning into the marketing team has nurtured invaluable skills I use in my daily tasks and projects. I've been given firsthand perspective on how my design choices affects the customer. Whether it be a choice in a software button placement or the image used in the promotional ad, it requires me to translate the needs of the customer into tangible designs quickly and accurately to their vision while maintaining our corporate's brand identity.

I practice UX methodologies while balancing business requirements, end-user needs, and medium limitations. I find understanding the timeline of a product's development lifecycle along with improving the functionality/aesthetics of a product are key factors in its success.

WORK HISTORY

KUMON NORTH AMERICA | Ridgefield Park, NJ

- May 2020 - Present** **GRAPHIC DESIGNER**
 Marketing/Branding Department
 - marketing
 - print & digital design
 - HTML email design (Salesforce)
- Aug 2018 - May 2019** **E-LEARNING DESIGNER**
 KSIS Lite Training Project
 - tutorial videos
 - user manual creation
 - audio editing
- Jun 2018 - Jan 2020 & Apr 2016 - Dec 2017** **UI/UX & PRODUCT DESIGNER**
 Tuition Tracker Project (Software & Cloud Web-app)
 - journey mapping
 - ux research
 - software to web transition
- May 2015 - Mar 2016** **PRODUCT MANAGER**
 CSS "Library" Project
 - card sorting
 - wireframing
 - sprint release planning
- Jan 2012 - Nov 2013** **PRODUCT DESIGNER**
 CSS (Class Schedule System) Software Project
 - user interviews
 - visual (UI/UX) design
 - project management
- Feb 2010 - Dec 2020** **BUSINESS SOFTWARE SPECIALIST**
 CMS (Center Management System) & KSIS Lite
 - agile methodology / Scrum master
 - documentation
 - UAT & QA testing
 - issue tracking

EDUCATION

RUTGERS UNIVERSITY **Major 1:** Visual Arts - Graphic Design
Bachelor of Arts - '09 **Major 2:** Information Technology

SKILLSET & SOFTWARE

Visual Design	● ● ● ● ●
Graphic Design	● ● ● ● ●
Typography	● ● ● ● ○
Wireframing	● ● ● ● ○
Mobile Design	● ● ○ ○ ○
Responsive Design	● ● ● ○ ○
UI Design	● ● ● ● ○
UX Design	● ● ● ○ ○
Documentation	● ● ● ● ●
QA	● ● ● ● ●
Agile/Scrum	● ● ● ● ○
HTML	● ● ● ● ●
CSS	● ● ● ● ●
Javascript	● ● ○ ○ ○

Adobe (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, XD, Lightroom, Robohelp, Captivate), Basamiq, Sketch, Microsoft (Word, Excel, Powerpoint, Publisher, TFS, Planner, Sharepoint, Teams, Planner), Audacity, Camtasia, Salesforce Marketing Cloud.

MILESTONES

- TUITION TRACKER PROJECT**
 As product designer took full reign of design decisions. Worked with product manager, programmers, end users and stakeholders. Desktop app software evolved into cloud web-app release.
- CSS LIBRARY PROJECT**
 Assigned as project/product manager for the development and release of a library scanning feature. Compiled roadmap for the product's development life cycle. With the programmers expedited the release of a working prototype within two months to present at a conference and fully developed within eight months.
- "K-STORE" WEBSITE REVISION PROJECT**
 Collaborated with the senior designer to revamp the UI/Visual design of the franchisee e-commerce website.
- CSS SOFTWARE SUITE PROJECT**
 Demonstrated competency as lead designer and successfully owned UI, UX, and Visual Design for the new Kumon software. Promoted live demo at the Kumon Instructor Conference in an expo booth with over 700 attendees.