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Career Summery

Experienced Lead UI/UX Designer with 8+ years at Growth Rank Media. Expertise in comprehensive website design, branding, and marketing proposals. Proficient in UX/UI concepts for user-friendly websites. Skilled in WordPress, digital asset creation, and client management. Committed to delivering exceptional design solutions and driving growth.

Professional Tools

UI/UX

- Adobe XD, WordPress, Figma, Canva, Adobe Creative Suite.

Skilled Experience

- HTML, CSS, cPanel, Google Analytics, Microsoft Suite.

Operational Knowledge

- Adobe Photoshop, Adobe After Effects, Adobe InDesign, Adobe Illustrator, Sketch, Slack, Java.

Professional Skills

Qualified Specialization

- Complex Project Management, Data Analysis, A/B Testing, Marketing, Creative Design, Design Systems.

Core Competencies

Design – Generates creative solutions through design; able to use feedback to modify designs; applies design principles; demonstrates attention to detail.

Analytical – Synthesizes complex or diverse information; uses intuition and experience to complement data; designs workflows and procedures; collects and researches data.

Problem Solving – Identifies and resolves problems promptly; gathers and analyzes information skillfully; develops alternative solutions; Works well in group problem-solving situations; uses reason even when dealing with emotional topics.

Management – Develops workable implementation plans; communicates changes effectively with teams and co-workers; Prepares and supports those affected by the change; builds commitment and overcomes resistance; Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness with coworkers and clients.

Work Experience

Growth Rank Media

2013 - Present

Lead UX UI Design

- Utilized UX/UI design principles and techniques to develop comprehensive website designs, branding strategies, and marketing proposals for clients, resulting in increased client satisfaction, project success, and enhanced user experience.
- Successfully built WordPress websites using cPanel, themes, and site builder plugins, ensuring seamless functionality and efficient content management for clients.
- Created impactful digital assets, including images, graphics, logos, and creative files for both print and digital media formats, contributing to visually appealing and compelling marketing campaigns.
- Collaborated closely with cross-functional teams, including developers, marketers, and product managers, to ensure the successful implementation of design projects, aligning with technical constraints and business requirements.
- Demonstrated a high level of attention to detail, commitment to continuous improvement, and the ability to meet project deadlines independently, ensuring efficient project delivery and client satisfaction.
- Showcased a passion for creating intuitive and visually appealing designs, consistently exceeding client expectations and contributing to the growth and success of Growth Rank Media.

CrossCom National

2010 - 2013

Level One Technician Field Representative

- Daily point of contact for customers and contractors to ensure that all service orders are scheduled completed and closed.
- Manage work order process to ensure customer service level agreements are met.
- Insured that monthly profit margin for contracted account stayed above 75% on average.
- Managed escalations regarding severe issues, trends or chronic problems with accounts, techs or billing.
- Assisted in training and orientation of new employees when necessary for service clients.

Education

Lincoln University

Bachelor of Science in Marketing

Certification

Google UX/UI Design

Foundations of User Experience (UX) Design

The Art Institute

Digital Photography

Life Achievements

Eagle Scout Rank, Boy Scouts of America

First Degree Black Belt Rank, ATA

Fourth Degree, Knight of Columbus