

WORK EXPERIENCE

<div>SEL Designs</div> <div>Ongoing</div>	<div>Creative Marketing & Communications Consultant</div> <div><ul style="list-style-type: none">• Initiate and oversee marketing, sales, and design projects through detailed communication with stakeholders• Conceptualize, design & implement brand and product campaigns across multiple channels</div>
<div>Skyramp Inc.</div> <div>July 2022 – Feb 2024</div>	<div>Designer, Marketing & Product</div> <div><ul style="list-style-type: none">• Creation and management of new brand including logo, style guide, design elements• Implementation of brand across media and promotional items• Visual and UX/UI assistance for development of user flow for flagship product</div>
<div>VMware</div> <div>Mar 2021 – Jun 2022</div>	<div>Marketing Graphic Designer</div> <div><ul style="list-style-type: none">• Creation and production of brand-compliant collateral for advertising, presentations, and marketing• Innovative use of internal communication tools to support sales and marketing colleagues</div> <div>Product UI/UX Designer</div> <div><ul style="list-style-type: none">• Collaboration with product owners and user reps to define user flow and product functionality• Creation of wireframes and interactive demos of UI screens for implementation by engineering team</div>
<div>Mode.net</div> <div>[acquired by VMware]</div> <div>Jun 2018 – Aug 2020</div>	<div>Creative Director</div> <div><ul style="list-style-type: none">• Creation and management of new Mode brand across all channels/communication vehicles• Design and production of web site, marketing & sales enablement collateral & promotional products• Coordination with back-end dev team to implement brand standards across flagship product</div>
<div>Liberty Mutual Insurance, IT Dept</div> <div>Apr 2014 – Mar 2015</div>	<div>Director, IT Internal Communications</div> <div><ul style="list-style-type: none">• Ownership of IT department’s messaging and brand awareness across Liberty Mutual, including event collateral and direct support of CIO communications• Management of a small team of communication and design professionals</div> <div>Senior Web/Interactive Designer</div> <div><ul style="list-style-type: none">• Design and creation of innovative internal communications, including multi-media presentations, videos, mobile apps and email• Design and production coordination for print collateral to support events and campaigns</div>
<div>ePublishingPartners</div> <div>May 2003 – Mar 2011</div>	<div>Creative Director</div> <div><ul style="list-style-type: none">• Creation and management of ePP's brand; implementation of brand across all marketing and sales channels• Collaboration with SMEs & content providers to create interfaces & animations for ed-tech products• Design and production of all internal administrative materials and promotional products</div>
<div>Akamai Technologies</div> <div>Jun 2001 – May 2003</div>	<div>Web Designer</div> <div><ul style="list-style-type: none">• Redesign and implementation of Akamai's corporate web site in coordination with back-end engineers• Design, coordination, and production of customer-facing presentations, demos, emails, and print collateral</div>

EDUCATION	MFA, Digital Media & Communications	Massachusetts College of Art, Boston, MA
	BA, German Literature	Wesleyan University, Middletown, CT

SKILLS	Adobe AfterEffects	Microsoft PowerPoint	HTML	WordPress	Jira
	Adobe Illustrator	Microsoft Word	CSS	HubSpot	VSCode
	Adobe InDesign	Microsoft Excel	JavaScript	Marketo	Figma
	Adobe PhotoShop	Microsoft SharePoint	GitHub	Salesforce	Miro