

## QUALIFICATIONS

Designer with 10 years of experience in defining, designing and implementing intuitive user-centered design solutions for web, interactive television, handheld and desktop applications.

*Skills* – Advanced in all Microsoft applications. Expert in CS3, CS4 and CS5. Proficient in FontLab and OmniGraffle. Web site development – using HTML, CSS and Flash.

## WORK EXPERIENCE

MOG, Inc., *Berkeley* (2010 to present)

UX/UI Designer

Collaborated with product management, product marketing and engineering to define MOG's product strategy and grow the MOG subscriber base by 200% in under a year. Designed registration & payment flows, media players and marketing materials for the company. Conducted user experience research for our web application. Prepared user interface assets and developed UI chrome for web, mobile and TV applications. Helped define the MOG brand look and feel.

Freelance Graphic Designer, *San Francisco, California* (2009 to 2010)

Sephora inside JCPenney – Designed in-store print materials, environmental graphics, emails and banner ads

Piperlime – Designed landing pages, emails and banner ads

PopJewels – Designed corporate identity and website (wireframes, UI and marketing content)

Midomi/Soundhound – Consulted on design, UI and marketing

Kodak Gallery, *Emeryville, California* (2007 to 2009)

Graphic Designer

Managed a small team devoted to defining & creating the various aspects of a new platform. Worked closely with marketing to define the Kodak Gallery pulp products offerings. Designed the in-house holiday cards, which captured 25% of card revenue share. Designed CRM emails, web promotions, content for the Gallery and co-branded pages for Martha Stewart, Target, Best Buy, and Adobe. Print design includes catalogs, direct mail and packaging. Art directed and styled photo shoots for Kodak, Target and Martha Stewart.

C2, LLC / Bielenberg Design, *San Francisco, California* (2006)

Graphic Design Intern

Worked with managing partners to develop, design and implement a new college campus recruiting campaign for a multi-national management-consulting agency.

TECTA Associates, *San Francisco, California* (2003 to 2004)

Office Manager / Executive Assistant

Redesigned the web site, brochure and identity system. Created the firm's first digital renderings for clients. Set up and maintained the first accounting system. Additional responsibilities: writing proposals and invoices, permit expediting and organizing educational seminars.

INETV AG, *Munich, Germany* (2001 to 2003)

Designer & Producer

Design and implementation of products for international companies. Programed web sites and interactive CDs with video streams. Created identity systems and promotional material for clients.

## EDUCATION

California College of the Arts, *San Francisco, California* (2004 to 2006)

Bachelor of Fine Arts in Graphic Design

University of Missouri – Kansas City, *Kansas City, Missouri* (1997 to 2000)

Bachelor of Business Administration (emphasis in international business)

Fachhochschule Furtwagen, *Villingen-Schwenningen, Germany* (1999 to 2000)

Studied International and Business Cultural Management, Marketing, Economics and German.

Kansas City Art Institute, *Kansas City, Missouri* (1997 to 1996)

Completed 30 unit hours in Studio Art, Philosophy, and Art History.