

elizabethmore

UI/WEB/GRAPHIC DESIGNER

Sept.'10 – present

Bank of America Merrill Lynch - NY, NY – **UI DESIGNER**

- Produced design comps and prototypes into production-quality templates, with a focus of longterm adaptability of solution: Global Markets/GenX/Mercury Portal including FX
- Concepted / designed Research Library iPad App including animated Flash / PowerPoint demos. Prepared app for online submission via apple.com including style guides
- Concepted / designed Global Events Management System, DocHub iPad App
- Concepted /designed Analyst Certification BlackBerry App

Technology used: Photoshop, Flash, PowerPoint, Word, Excel, SharePoint, QC

June'10 – Aug.'10

Bloomberg - NY, NY – **FREELANCE DESIGNER**

- Designed Derivatives website

Technology used: Photoshop, Dreamweaver

Feb.'10 – Sept.'10

Wells Fargo - NY, NY – **FREELANCE DESIGNER**

- Utilizing PowerPoint to produce weekly presentations for an advisory group
- Creating visuals for seminars and weekly office presentations
- Updated trader's intranet with weekly market updates

Technology used: Word, Excel, PowerPoint, Bloomberg, Reuters, Dow Jones, Thompson, Infomax, SMART STATION

May'08 - Feb.'10

IMS - NY, NY | **CREATIVE PORTFOLIO MGR.**

- Concepted, designed, and programmed microsites, lander pages, e-mails and banners
- Provided strategic direction from concept to implementation while determining realistic delivery dates and schedules between design, production staff, writers and client
- Utilized Evaliant program / online search engines in order to collect advertising expenditures and occurrence data in order to improve a projects (landing pages, e-mails, banners) or marketing campaign's audience response
- Lead and mentored cross-functional teams in multi-facility environments in order to maximize levels of productivity while utilizing new technology

Technology used: Word, Excel, Photoshop, Flash, Dreamweaver, HTML, CSS, Evaliant

Nov.'07 - Feb.'08

EDELMAN - NY, NY | **FREELANCE DESIGNER/PROGRAMMER**

- Designed web sites, email marketing campaigns, banner ads, flash animation, and ecommerce interfaces
- Assessed client input and created web designs and user interfaces
- Produced client presentations and preliminary wireframes for diverse brand web sites such as Gardasil's One4One Initiative, California Wine & Country, and Shell's Gunk-Free Micro site
- Created landing page layouts for Illinois Board of Tourism and Bush's Baked Beans
- Improved organizational imagery by successfully updating graphics for American Heart Association "Start!" site, Kaiser e-newsletter, and the National Dairy Council's 3aday.org microsite

EDUCATION

PARSONS

BFA

SKILLS

SOFTWARE:

Photoshop
Flash
Dreamweaver
Word
Excel
PowerPoint
Web Video Editing
Bloomberg
Terminal
Infomax
SMART STATION
WordPress
Corel Draw
Sound Edit
Fetch

PROGRAMMING:

BASIC HTML,
CSS, AS3

LANGUAGE:

French

- Developed **Dove Facebook** advertisement, **Boston Consulting Group** homepage, and **Novartis** story board icons

Technology used: Word, Excel, Photoshop, Flash, Dreamweaver

July '07 - Sept'07

WEIGHT WATCHERS - NY, NY | [FREELANCE DESIGNER/PROGRAMMER](#)

- Designed Weight Watchers offshore (UK, FR, CA, NL, DE) fall (pre, post,) email blasts, ecommerce promotions, and web callouts
- Conceived and designed recipe cards for DVD "**Getting Started Healthy**" campaign
- Resized / organized via Photoshop & Excel Netherland/France online editorial photos
- Conducted brand identification market research
- Interfaced with department executives and other senior management for project quality support
- Served as liaison between French / US counterparts for banner / e-mail blast translation

Technology used: Word, Excel, Photoshop, Flash

May '07 - July'07

RENEGADE MARKETING - NY, NY | [FREELANCE DESIGNER](#)

- Enhanced graphics for **Panasonic's** initial ecommerce site

Technology used: Word, Excel, Photoshop

Mar.'07 - May'07

Bravo / NBC Universal Television - NY, NY | [FREELANCE DESIGNER](#)

- Lead and mentored cross-functional teams in multi facility environments in order to maximize levels of productivity.
- Conceptualized and designed color scheme / layout of calendar / message board areas: **outzonetv.com**, **outzonetv.com**, **brilliantbutcancelled.com**, **gettrio.com**
- Redesigned video pop-up window: **nbcsports.com**
- Designed color scheme / layout via wireframe of admin/user areas:

Technology used: Photoshop, Image Ready

Feb.'04 - present

XPRESSFORM.NET - NY, NY | [FREELANCE DESIGNER/PROGRAMMER](#)

- Ensured successful web site production by directing a high-performing project team of three
- Exceeded client expectations, achieve all deadlines, and define user requirements by meeting personally with customers and providing on-going communication
- Created and programmed HTML, CGI, and JAVA web pages while maintaining a high level of performance across platforms
- Accumulated text related files from affiliates to obtain navigational clarification
- Oversaw status reporting and quality assurance
- Conceptualized, designed, and programmed **blossomrestaurant.com**, **schonfeld.com**, **prestige.com**, **snowlotushc.com**, and **cdink.com**
- Improved the client prototype review process by initiating and installing a web-based system that enabled evaluation prior to launch/print

Technology used: Word, Excel, Photoshop, Flash, Dreamweaver, HTML, CSS

April '00 - Jan.'04

USA Network / NBC Universal Television - NY, NY | [PRODUCER/DESIGNER](#)

- Provided project leadership to four employees for web site production, including; production timeline, status reporting, client/project team coordination and quality assurance, determined realistic delivery dates and schedules between design, production staff, writers and client
- Conceptualized, designed and programed (HTML, CGI, JAVA) web pages for USA Network's various shows and events while maintaining a high level of performance across platforms.
- Maintained video, textual, and graphical updates as needed: **USA Network homepage**, **Before & After'noon**, **Monk**, **The Dead Zone**, **Press Area**, **Advertising Opportunities**, **Purina Dog Challenge**
- Utilize new design/programming technologies for online development in order to better facilitate the interactive experience of the site's navigational structure
- Acquired show materials: capture/optimize video, research online for information related to assigned program topic, get all text related files from copy writer in order to constitute navigational clarification

Technology used: Word, Excel, Photoshop, Flash, Dreamweaver, HTML, CSS