



## EDUCATION

### Fullstack Academy New York

March 2016

Front End Development

### Fashion Institute of Technology, State University of New York

June 2010

Bachelor of Fine Arts,

Graphic Design

June 2008

Associate in Applied Science,

Communication Design

### Queensborough Community College, City University of New York

June 2007

Associate in Applied Science,

Digital Art & Design

## ACHIEVEMENTS

### Fashion Institute of Technology

Spring 2008 - Fall 2010

Dean's List

### Queensborough Community College

Spring 2005 - Fall 2007

Dean's List

## SKILLS

### Software

Adobe CC - Illustrator, Photoshop,  
Indesign, Flash, Dreamweaver, Lightroom,  
Invision, Capture, Fireworks

### Languages

HTML5, CSS3, Familiar with Javascript  
& PHP

### Miscellaneous

Print, Bookbinding, Photography

## EXPERIENCE

### Bluefly, NY / UX & UI Design Consultant

April 2015 - Present

I currently create a better front-end user experience for existing & new customers within a collaborative agile scrum environment with the tech team. Lead mobile application user interface & facets for launch of new Bluefly mobile app. Design & deliver wireframes, sketches & prototypes for all digital services across multiple platforms. Craft responsive onsite templates such as navigation, footer, lookbooks, recently viewed, my account, checkout, homepage, department pages, landing pages, product pages, designer search, social hub, email subscription & flash sale operations.

### Bluefly, NY / Lead Digital Designer

November 2013 - Present

Project managed promos across ecomm platforms. Created content for mobile assets such as lookbooks, site navigation, daily site content, emails, triggers & the development of the Bluefly app. Art directed editorial photo shoots on set with visual merch team, makeup artist, stylist & photographer. Designed social media content, still shots & flats for campaigns. Integrated user experience of best practices for ecommerce goals based on statistics & analytics. Supervised junior design team to ensure delivery in highest quality while preserving deadlines.

### Kenneth Cole Productions, NY / Digital Designer

November 2011 - July 2012

Executed brand-based designs for Kenneth Cole New York, Kenneth Cole Outlet & Awareness, our stand-alone charity. Concepted & designed weekly email campaigns, advertising for iPad, blog images, photo manipulation, digital catalogs, etc. Website maintenance, such as homepage, landing page & family pages for e-commerce. Worked interdepartmentally with web design, copywriters, marketing & senior art director to maintain brand equity.

### Josaphine Cosmetics, NY / Design Consultant

May 2010 - Present

Directed photography for product launch. Designed packaging, onsite content & press release.

### Via Gelato, HI / Freelance Art Director

May 2010 - Present

Partnered with founder of a small gelato truck start-up to create a branded identity devise local marketing initiatives. Designed business cards, loyalty cards, gift certificates, outdoor signage, window display and responsive website.

### MTV, NY / Internship

Feb 2010 - May 2010

Generated creative ideas with copy department, senior designers & art director. Collaborated with freelancers to prepare client presentations in meetings. Designed email templates for internal clients.