

Bay Area CA
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PROFESSIONAL CAPABILITIES

- Graphic design, website, blog visual elements, custom widgets, logos.
- Graphic design, color systems and visual guidelines for seamless branding
- User experience visual design audits, proof of concept and rapid html prototyping
- All blog platforms and custom html, CSS.

PROFESSIONAL EXPERIENCE

Vonage Mobile Accounts (02/08-5/08, 5/01-present), New Jersey and SF CA

- Web application graphic design for Vonage Mobile Accounts.
- Visual guidelines documentation and strategies for seamless integration.

Stanford Geballe Labs (7/08-9/08), Palo Alto, CA

Stanford University Website Design

- Website design
- Content management
- Web development and brand launch.

APX Environmental Markets Technology (11/07-5/08), Santa Clara, CA

- Designed the founding architecture and visual design for APX next generation carbon credit depository. Final deliverable included all visual design and interaction design specifications and a human factors design manual to update current registries to new design standards.

EBay Coporation. (7/07-10/07), Santa Clara, CA

Visual Designer, Conceptualization, Storyboard Illustration

- Worked closely with the interaction design team to create conceptual storyboards for eBay local shopping initiatives.
- Created digital and analog illustrations to stage virtual shopping experiences.
- Consulted on the conceptual story that was presented to executives for approval.

Natural Logic Inc (5/07-7/07), Berkeley CA

Business Metabolics Website Design

- Created the design of the Business Metabolics Website (www.businessmetabolics.com) in compliance with Sun Microsystems sustainability partnership agreement.
- Created the UI design for their internet application, Business Metabolics Key Performance Indication Software. This software helps companies measure key performance metrics of sustainable materials.

Oracle Corporation (5/06-10/06), San Carlos CA

Prototype visual design and development for usability testing

- Worked closely with the application help team at Oracle to develop new initiatives for their help system for their Fusion product line.
- Developed the prototypes in Dreamweaver and using Oracles' custom Dreamweaver environment. Mostly created the design and html code and worked closely with a Javascript expert.

M Financial (5/04-01/05), Portland OR

Brand Platform, Broker Web Application

- Established Business Requirement for the M Financial Broker Dealer Website.
- Conducted internal interviews on daily business processes for the brokers doing business with member firms nationwide for M Financial.
- Conducted user scenarios within the individual departments to establish design goals and business strategies for task accomplishment, seamless interaction experience and brand unification.

EDUCATION

MFA -Vermont College of Arts 2004

B.A. - Psychology, University of Santa Cruz, May 1988

PUBLICATIONS

Communication Arts Magazine, Palo Alto' CA

Josef Albers, the Interaction of Color Interactive CD ROM.

The Design Annual, November 1995.