

## SUMMARY

**GRAPHIC DESIGNER** well-versed in bringing visual clarity to abstract technical concepts for the benefit of UX groups, Agile teams, and customers alike.

### Expertise:

Visual assets for UI development from concept to delivery | Signage, collateral material creation  
Storyboarding | UI Prototyping: paper, static, clickable, responsive | Videography  
Project coordination: Slack, Confluence | Usability research

### Tools:

Adobe Suite | Sketch | Balsamiq | Keynote | Axure | HTML 5 | CSS3 | JS /jQuery

## RESEARCH / CAREER DEVELOPMENT

### Online Training / Freelance Work

2018

- Took various Traversy Media / Lynda courses for front-end web development with HTML 5, CSS including grid and flexbox layout systems , JavaScript usage, Node JS, ReactJS
- Read about various UX trends on forums like LinkedIn's IxDA, Nielsen Norman, and others while reviewing concepts like Lean UX, Heuristic Evaluation, Key Performance Indicators, HTML e-mail do's and don'ts, and User Research best practices
- Video production essentials for online content including camera work, lighting, and sound
- Renewed skills in booklet creation and publication using Adobe InDesign
- Volunteered at learning-disabled son's school
- Ideated and designed logos for local startup

## WORK EXPERIENCE

### Veritas Technologies, LLC | Heathrow, FL

2016-2017

#### Senior Graphic Designer, UI Designer

In a Graphics/UX hybrid role, engaged Agile stories to prototype a modern, web-based experience that convinced CPO leadership to commit to a top-down redesign effort of a key Windows legacy product.

- Insightful thorough analysis of usability testing data aided thinly stretched usability researchers in identifying necessary correlations and trends
- Grew our multi-geography UX community by curating discussion groups on UX topics, making sure all voices were heard, and finding consensus about visual design and interaction patterns
- Designed and secured community approval of assets for the company open-source design pattern library, over and above normal duties
- Practiced 'Lean UX' philosophy to help team quickly achieve Minimum Viable Product

MORE >>

## WORK EXPERIENCE *(cont'd)*

**Symantec Software, Inc. | Heathrow, FL**

2007-2015

Associate Graphics Designer, Patent Holder

Multirole support in graphics, UI design, and usability research for the in-house usability group of a major product and revenue source, Backup Exec.

- Achieved Engineering buy-in for implementation of various new features by creating clickable prototypes for testing and also designing low and hi-fidelity workflow mockups
- Inspired a new backup wizard that helped our team secure a design patent, originating from some whiteboard sketches I presented in early ideation phase
- Improved clarity of our icon assets by refining our group's vector drawing techniques and built a time-saving common icon library for ready distribution and metaphoric reference
- Conceptualized a product icon system that outperformed several independent agencies in customer focus testing and persuaded Branding org to keep this work in-house at significant cost savings

**PRO Unlimited | Heathrow, FL**

2006-2007

Design Contractor

Single-handedly conducted an overdue visual refresh effort for the entire Enterprise Vault and Backup Exec visual assets base after being reassigned to Symantec.

- Upgraded the old legacy 4 bit / 16-color appearance to richer image formats, expanded color palette, and improved alignment to the corporate brand
- Originated and revised the designs of nearly 1,000 separate icons and background visuals

**Veritas Software, Inc. | Heathrow, FL**

2001-2005

Graphic Designer, UCD Advocate

"Utility Man" providing full-time graphic design services to support a multi-product jurisdiction for a growing market-leading company in the Backup and Recovery space.

- Quickly stood up various artwork review and repository sites for different requestors on a per-project basis in order to coordinate team feedback in the design iteration process
- Delivered common look-and-feel visual language across all products including iconography, watermarks, internal and external branding elements
- Handled multiple collateral projects and presentations for all internal corporate events such as our bi-annual multi-site engineering conferences and our annual customer-facing "Vision Conference" either in-house or in close coordination with external vendors
- Established a culture of "User-Centered Design" where none previously existed with evangelism efforts, newsletters, case-studies, and a campaign that publicly recognized different products for good usability practices

## EDUCATION

**University of Central Florida**    *Orlando, FL*

BA-Film & Motion Picture Technology