

## OBJECTIVE

I'm seeking a senior-level design role at an early-stage company that needs design strategy and execution. I'd like to collaborate with founders and cross-functional teams on complex design problems in healthcare, software, or the arts.

## SUMMARY

With design experience in eight disciplines across dozens of industries, I specialize in creating responsive, consumer-facing, and transactional campaigns and products. I have a proven track record of collaborating to strategize, develop, and execute design solutions. My expertise includes user experience research, prototyping, and delivering accessible, industry-best practices for any digital product.

## EXPERIENCE

### HamiltonBerchman

2005 – Present

#### Senior Digital Experience Designer — Self-Employed Freelancer

- Designed over 1,000 successful projects, including responsive and transactional products for mobile and desktop platforms.
- Led cross-functional teams to strategize and execute design solutions that adhere to best practices and accessibility standards.
- Conducted customer interviews and usability testing and incorporated data insights to inform design decisions.

### Hatch Early Learning Inc.

November 2022 – May 2023

#### Senior User Experience Designer

- Reduced onboarding steps from 19 to 6, improving user experience and engagement.
- Utilizing AI for research and creativity led to faster and more efficient design processes.
- Conducted user research and created personas to enhance product usability and customer satisfaction.

### Art+Logic Inc.

June 2016 – April 2022

#### Senior User Experience and User Interface Designer

- Led a \$2M auctioneering software refactor project, delivering high-quality prototypes and designs.
- Collaborated with multi-geographic teams, ensuring timely and successful project delivery.
- Secured significant contract values through exceptional customer service and innovative design solutions.

### AGIA Insurance

October 2013 – September 2015

#### Senior Web Designer and Email Designer

- Achieved a 20% conversion rate improvement and a 25% email engagement increase through strategic design enhancements.
- Conducted A/B testing and used data analytics to refine marketing campaigns and digital experiences.

## EDUCATION

*Bachelor of Science* in **Computer and Information Science**, Hartwick College, Oneonta, New York

*Bachelor of Arts* in **Fine Arts**, Painting Concentration, Hartwick College, Oneonta, New York

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## AWARDS

**American Web Design Awards**

Graphic Design USA — May 2012

**Hartwick College Library Collection Award**

Hartwick College — April 1991

## EXPERIENCE IN 8 DESIGN DISCIPLINES

- ⇒ Digital
- ⇒ Advertising
- ⇒ Marketing
- ⇒ Branding
- ⇒ Packaging
- ⇒ Educational
- ⇒ Editorial
- ⇒ Book

## DESIGN EXPERIENCE IN OVER 30 INDUSTRIES

- ⇒ Accounting
- ⇒ Agriculture
- ⇒ Architecture
- ⇒ Arts
- ⇒ Audio
- ⇒ B2B
- ⇒ B2C
- ⇒ B2B2C
- ⇒ Construction
- ⇒ Consumer Electronics
- ⇒ Data Management
- ⇒ Performing Arts
- ⇒ Education
- ⇒ Finance
- ⇒ Computer Hardware
- ⇒ Healthcare
- ⇒ Insurance
- ⇒ Legal
- ⇒ Management
- ⇒ Medical Devices
- ⇒ Motion Pictures
- ⇒ Motor Vehicles
- ⇒ Newspapers
- ⇒ Printing
- ⇒ Private Investigation
- ⇒ Professional Services
- ⇒ Publishing
- ⇒ Real Estate
- ⇒ Software
- ⇒ Surrogacy
- ⇒ Technology
- ⇒ Telecommunications
- ⇒ Scientific Services
- ⇒ Wholesale Trade

## SKILLS

- ⇒ UX Design
- ⇒ UI Design
- ⇒ UC Design
- ⇒ E-commerce
- ⇒ Transactional Experiences
- ⇒ Information Architecture
- ⇒ Taxonomy
- ⇒ Wireframes
- ⇒ Prototypes
- ⇒ Storyboarding
- ⇒ Agile
- ⇒ User Research
- ⇒ Usability Testing
- ⇒ Cross-Functional Team Collaboration
- ⇒ Design Leadership