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PROFESSIONAL EXPERIENCE

Lead UI/UX Designer / Senior Web Designer

June 2014 – Present

Love's Travel Stops & Country Stores

Oklahoma City, Oklahoma

- Managed and upheld the visual standards of the SiteCore platform for Loves.com internal applications.
- Preserved design consistency across internal portals developed in .Net, OpenText, SAP, and SharePoint.
- Developed and sustained a streaming portal for corporate videos, utilizing Wirecast and Azure Portal, integrated within our SharePoint framework.
- Executed the filming, editing, and post-production processes for live-streamed video content.
- Designed interactive mock-ups and prototypes for all applications as a preliminary step in the development process.
- Crafted and implemented the UI/UX for all in-house portals built in the Angular framework.
- Operated as the lead UI/UX designer within four Agile teams, responsible for all creative outputs.
- Collaborates with developers in an agile development process.
- Leads a team of user experience designers in all phases of the production development lifecycle.
- Leads design sessions and walkthroughs with the development team and client end-users.
- Manages day-to-day requests for teams, such as HTML updates for layouts, CSS updates, and new screen designs & updates.
- Provides monthly updates on product development to the client.
- Collaborates with developers in an agile development process.
- Leads design sessions and walkthroughs with the development team and client end-users.
- Enhanced the user experience for the Love's Connect mobile app by developing both native mobile Android and iOS.
- Creates design systems for Love's companies.
- Works to maintain the Figma library and updates it continually to meet Love's requirements.
- Composed custom CSS graphics and layouts, catering to the distinct environments of each team, including SharePoint, SiteCore, OpenText, and SAP.

- Upheld design standards for Love's digital platforms, including the mobile-first Loves.com and responsive web pages.
- Conducted qualitative testing with shop mechanics to refine the shop-facing app at Love's Travel Stops.
- Gathered firsthand feedback to ensure the app met the specific needs of the shop environment.
- Utilized both qualitative insights and quantitative data to improve app functionality and user experience.
- Used Figma to create a comprehensive design system based on UX best practices, ensuring an intuitive information hierarchy and effective typography across all interfaces.

Software: *Photoshop, After Effect, Premiere, Illustrator, PowerPoint, Wirecast, Premiere, Illustrator, Visual Studio, VS Code, SharePoint Designer, Adobe XD, Sketch, Figma*

Language: *ASP.Net, SharePoint, HTML5, HTML, SCSS, XML, JavaScript, Net Framework, Bootstrap, Foundation, Bootstrap, PrimeNG, Angular, Form.IO, React*

Content Management Systems: *SharePoint, SiteCore, OpenText, SAP*

Interactive Manager / Senior Web Designer

August 2012 – June 2014

PerfectVision Manufacturing, LLC, Little Rock, Arkansas

Perfect 10, Little Rock, Arkansas

Perfect Wireless, Little Rock, Arkansas

- Developed and launched primary websites for PerfectVision, Perfect 10, and Perfect Wireless.
- Crafted the user interface design and content strategy based on consumer feedback.
- Established and maintained a social media presence for each brand.
- Produced and edited video content for the company's YouTube channel.
- Created training materials for DirectTV, HughesNet, and CenturyLink dealers and sales representatives.
- Refined web content for an optimized user experience, ensuring key information is accessible within a few clicks.
- Developed eblasts for dealer training, sales promotions for the P10 website, and a multilingual international newsletter with global distribution.
- Revamped Perfect 10's newsletter, achieving a 23% open rate among 19,000 subscribers.
- Overhauled the product imaging process from start to finish.
- Designed and modeled cable products and connectors in 3D to illustrate correct usage to consumers and dealers.
- Unified the corporate branding across retail, international, and domestic platforms on the PerfectVision Manufacturing website.
- Undertook a rebranding initiative to standardize the company's visual identity.
- Redesigned the management system for product sheets, handling 2,500 items with an interactive interface for instant PDF updates.
- Conceived and constructed an exhibition booth for PerfectVision's key manufacturing trade shows.
- Oversaw a team responsible for print media, website design and upkeep, content management for three websites, and video production.

Software: *Photoshop, InDesign, After Effect, Premiere, Illustrator, 3D Studio Max, Dreamweaver, PowerPoint*

Language: *ASP.Net, SharePoint, HTML5, HTML, SCSS, XML, JavaScript, Net Framework, Bootstrap*

Content Management Systems: *DotNetNuke*

Lead UI/UX Designer/ Senior Web Developer

June 2012 – August 2012

Florida Department of Health, Tallahassee, Florida

- Developed websites for thirty-five distinct Boards, ensuring a cohesive user experience while highlighting the unique identity of entities such as the Florida Board of Medicine, Florida Board of Nursing, and Chiropractic Medicine Board.
- Crafted user interface designs and content strategies tailored to user feedback.
- Established and managed bespoke social media profiles for each Board.
- Produced and edited video content for Board-specific YouTube channels.
- Designed unique logos for each Board to enhance brand recognition.
- Optimized website content to enhance user engagement, ensuring critical information is accessible within minimal navigation.

Software: *Photoshop, After Effect, Premiere, Illustrator, Dreamweaver*

Language: *ASP.Net, SharePoint, HTML5, HTML, CSS, XML, JavaScript, Net Framework*

Content Management Systems: *Joomla*

Interactive Manager / Senior Web Developer

October 2011 – June 2012

180 Communications, Incorporated, Tallahassee, Florida

- Oversaw the design and upkeep of the company's suite of websites.
- Assessed user needs to shape technical requirements and specifications.
- Engineered comprehensive design documents, executed configuration adjustments, crafted testing protocols, and led user training for website rollouts.
- Engaged in marketing outreach to prospective clients, fulfilling their web development needs from concept to launch.
- Converted conceptual ideas into compelling visual designs suitable for various platforms.
- Crafted 3D animations, captured professional photographs, and developed illustrations.
- Developed interactive multimedia content including CD-ROMs, DVDs, and educational resources.
- Created comprehensive project elements such as storyboards, prototypes, interface layouts, use cases, visual elements, guidelines, and templates.
- Conceptualized and designed brand elements including logos, color schemes, website aesthetics, print advertisements, and recognized marketing campaigns.
- Managed the design and distribution of the company's published materials.
- Led collaborative meetings to outline and assign project tasks.
- Orchestrated the alignment of design concepts across teams, assessing potential project risks.

- Generated and articulated forward-thinking ideas to propel the company's growth.
- Designed and deployed applications for the iPhone platform.
- Constructed a virtual environment for the company's ongoing blog series.

Software: *Photoshop, After Effect, Premiere, Illustrator, Dreamweaver, InDesign, Flash, DVD Studio Pro, Final Cut Pro, PowerPoint*

Language: *ASP.Net, SharePoint, HTML5, HTML, CSS, XML, JavaScript, Net Framework*

Content Management Systems: *Joomla, WordPress*

Interactive Manager / Production Designer

November 2004 – October 2011

Florida Department of Transportation, Tallahassee, Florida

- Developed a range of video content and documentaries for the State of Florida, covering diverse subjects such as hurricane preparedness to commemorating the 50th anniversary of the state's highway infrastructure.
- Crafted Public Service Announcements and brief video segments for the Governor's office and internal branches of the Florida Department of Transportation (FDOT).
- Transformed concepts and requirements into compelling visual designs.
- Specialized in creating 3D animations, professional photography, and illustrations.
- Developed interactive multimedia content, including CD-ROMs and educational resources.
- Executed real-time virtual training sessions employing Flash technology and a Sony HD Anycast system with multi-camera setup.
- Produced comprehensive project elements such as storyboards, prototypes, interface designs, use cases, visual elements, detailed specifications, and templates.
- Conceptualized and designed branding elements, including logos, color schemes, and the overall aesthetic for websites, print advertisements, and recognized marketing initiatives.
- Managed the design process and distribution of departmental publications.
- Coordinated the alignment of design visions and concepts with multiple department teams.
- Oversaw the department's social media presence, utilizing platforms like Facebook, Twitter, and YouTube.

Software: *Photoshop, After Effect, Premiere, Illustrator, Dreamweaver, InDesign, Flash, DVD Studio Pro, Final Cut Pro, Sound Forge, Motion, Director, PowerPoint*

Language: *ASP.Net, SharePoint, HTML5, HTML, CSS, XML, JavaScript*

Production Manager / Lead Graphics Designer / Senior Web Developer

September 2002 – October 2004

NBC/ABC/WB, Tallahassee, Florida

- Oversaw the production of commercial advertisements.

- Utilized advanced video and post-production equipment to craft commercials for various businesses.
- Established a production request protocol that improved the delivery rate of commercial projects.
- Employed originality and inventiveness to ensure commercials were captivating and stood out.
- Managed the development of projects from inception through the entire design process.
- Created 3D animations for brand logos, commercial spots, and virtual walk-throughs.
- Combined animation, photography, and illustration techniques to create engaging ads for local enterprises.

Software: *Photoshop, After Effect, Premiere, Illustrator, Dreamweaver, Flash, DVD Studio Pro, Final Cut Pro*

Language: *HTML, CSS*

Multimedia Specialist

July 2000 - August 2002

WIN Multimedia, Tallahassee, Florida

- Conceived and executed the design and development of CD-ROMs, websites, corporate logos, 3D animations, print advertisements, and video productions.
- Collaborated with clients to conceptualize designs, ensuring their visions and project requirements were met through detailed storyboarding.
- Recommended enhancements to refine and elevate existing design elements.
- Specialized in video editing and production for interactive online platforms.
- Created detailed and clear representations of intricate design concepts.

Software: *Photoshop, After Effect, Premiere, Illustrator, Dreamweaver, PageMaker, Flash, DVD Studio Pro, Final Cut Pro, Sound Forge, Director, Authorware, GoLive, 3D Studio Max*

Language: *HTML, JavaScript*

Lab Manager

January 1999 - December 2001

Tallahassee Community College, Tallahassee, Florida

- Managed a graphics laboratory and provided student guidance in a variety of software, including Director, PageMaker, QuarkXPress, Illustrator, Image Ready, as well as web development languages.
- Offered tutoring to students in the use of Photoshop, 3D Studio Max, LightWave, Deluxe Paint, Visual Basic, and Authorware for multimedia and graphic design.

Software: *Photoshop, After Effect, Premiere, Illustrator, Dreamweaver, PageMaker, Flash, DVD Studio Pro, Final Cut Pro, Sound Forge, Director, Authorware, 3D Studio Max*

Language: *HTML, CSS*

3D Graphic Artist/Web Designer
September 1995 - September 1996
Illuminative, Inc., Tallahassee, Florida

- Collaborated within a dynamic creative team to develop websites and advertising commercials.
- Acquired skills in Alias Wavefront during an internship, utilizing SGI workstations.

Software: Photoshop, Alias Wavefront, Premiere, PageMaker, Director, Authorware, 3D Studio Max

Language: HTML, CSS

EDUCATION

Animation Mentor Program

Learned advanced animation techniques from professionals at major studios such as Disney, Pixar, Industrial, Light and Magic, and DreamWorks.

Tallahassee Community College

Studied Graphics, Multimedia, Architecture, and Art.