



## Summary

Creative design professional focused on delivering visual designs that express brand identity, inspire trust, enable productivity, and drive business initiatives on multiple platforms. Particularly effective at innovating within brand guidelines, best practices, content management system (CMS) and coding capabilities. Passionate for collaborating with cross-functional teams to achieve our shared goals. Equally utilize analysis and creativity when problem solving.

## Tools

Adobe Photoshop  
Adobe Illustrator  
Figma, Sketch, InVision  
Adobe After Effects  
Jira, Trello, Slack, Zoom, G Workspace  
Confluence macros  
Editing Squarespace & Wix

## Skills

Knowledge of HTML/CSS  
Responsive web design  
Aligning to & creating brand guidelines  
Wireframing & prototyping  
UX research & design  
Authoring in a CMS  
Illustration, traditional & digital

## Professional Development

LinkedIn Learning, Coursera, UC Extension + more

- Certifications: Introduction to Artificial Intelligence - Coursera (JUL 2023), Getting Started with After Effects for the Non-Video Pro - LinkedIn Learning (APR 2023). UX: Research & Prototyping (MAR 2023), Input and Interaction, Social Computing, Design Principles: an Introduction, Human-Centered Design: an Introduction, in UC San Diego's Interaction Design Specialization on Coursera.
- Figma Microinteractions, Sketch on LinkedIn Learning and YouTube.
- UI/UX Design on Product Design Pro, Infographic Design at School of Visual Concepts, CSS at UCSC Extension.

## Professional Experience

Senior Visual & UI Designer, Brand Marketing — APR 2019 - OCT 2022

8x8, Inc, Campbell, CA

- Collaborated cross-functionally to relaunch 8x8.com on a new platform with new branding.
- Learned CMS authoring and hacks. Built mockups and detailed specs to enable quicker turnaround times by developers.
- Created imagery, art directed external designers and mentored in-house designers on CMS & brand alignment.
- Owned documentation of brand guidelines for the web team. Updated them through four rebrands.
- Prototyped an overhaul of the free trial sign up flow of a business phone system, greatly increasing conversions

Freelance Illustrator — FEB - MAR 2019

NirandFar.com

- Illustrated the 4-step conceptual model plus its variations, and Life Domains diagram plus variations in Nir Eyal's second book, *Indistractable*.
- Crowd-edited the book's content for typos, grammar and continuity.

## Visual Designer III, Global Professional Services — MAY - DEC 2018

*PayPal (Aditi Consulting), San José, CA*

- Shaped information architecture and created a design system with content and team leaders to build an internal wiki site.
- Increased SEO and conversions by designing a new Invoice Generator tool with product management and engineering.

## Social / Email Interactive Designer, Brand Creative — MAY - NOV 2017

*Oracle (ICONMA), Redwood Shores, CA*

- Designed banners for social media, emails and landing pages.
- Invented a process with an off-shore team for bulk-populating a new library with thousands of images, and optimizing naming conventions. Documented and trained others on the new process.

## Senior Visual User Interface Designer — MAY 2015 - DEC 2016

*Intel Education, Intel Corporation, Santa Clara, CA*

- Collaborated with UX team to create and optimize features of an interactive textbook platform to increase student engagement with content in global high- to low-connectivity classrooms for the Intel Education Study app on Web, Windows, Android, iOS.
- Defined interactions in mockups and specs from UX designers' wireframes, discussions with engineers & product managers.
- Improved look & feel and usability of a data dashboard informed by field research of teachers' needs.
- Designed branded icons, infographics, and marketing materials.

## Senior Visual User Experience Designer — FEB 2008 - AUG 2014

*Symantec, Mountain View, CA*

- Increased profitability and usability by continually optimizing Norton eCommerce web properties based on A/B testing data and customer feedback on a strictly run Scrum team.
- Designed and coded appealing and persuasive emails using brand campaigns' look and feel.

## Additional Relevant Experience

- *The Learning Company / Mattel Interactive* - Painted backgrounds for animated educational software games, art directed in-house designers on illustration, animation and photo touchup.
- *Club Clave app (Android)* - Prototyped a visual + audio metronome app to train percussionists on clave rhythms.
- *Soutivation app (iOS)* - Researched, wireframed and prototyped for a tool to keep meditation habit-seekers engaged.
- *Monterey Bay Aquarium Foundation - Sea Searcher's Handbook: Activities from the Monterey Bay Aquarium.* 9 pen and ink natural science illustrations of marine invertebrates.

## Education

### San Jose State University, San Jose, CA (SJSU)

- Relevant coursework: graphic design, typography, editorial illustration, children's book illustration.

### University of California, Santa Cruz (UCSC)

- Bachelor of Arts, Fine Art, focused on drawing, painting, printmaking, art history and natural science illustration.