

## UI/UX DESIGNER BASED OUT OF LOS ANGELES, CA

### QUALIFICATIONS

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- 20 years of experience in design
- Background in both web design and development
- Extremely organized and capable of managing multiple and varied projects
- Firm set of technical and practical skills
- Highly skilled with Adobe Creative Cloud, Sketch, OmniGraffle, InVision and Axure
- Practical experience creating personas, scenarios, wireframes, and prototypes

### SKILLS

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- UX Design
- UI Design
- Web Design
- Analytics
- Front-End Web Development
- Design theory
- Typography
- Sketching

### EDUCATION

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**2014**  
UX Design, General Assembly  
Los Angeles, CA

**1999 - 2001**  
Various design & web  
development courses, UCLA  
Extension, Los Angeles, CA

**1994 - 1995**  
Graphic Design, Platt College  
Los Angeles, CA

### EXPERIENCE

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#### 2010 - PRESENT

##### Web Designer/Developer, Beachbody (Santa Monica, CA)

Create wireframes for landing pages and emails. Create rapid prototypes for User Testing. Design, develop and deploy all Coach related emails and update official monthly blog ([tbbcoach411.com](http://tbbcoach411.com)). Make certain all Coach web communications (email and websites) are responsive. Design various landing pages, logos, social postcards and other TBB Coach related assets for the web.

#### 2010

##### Web Designer/Developer, CPO Commerce (Pasadena, CA)

Responsible for creating weekly e-mail blasts for Power Tools and related products, as well as various landing pages.

#### 2006 - 2010

##### Web Designer/Developer, Rusnak Auto Group (Pasadena, CA)

Freelance Web Designer responsible for design and development of two different monthly and quarterly e-Newsletters for all Rusnak locations.

#### 2009

##### Web Designer/Developer, Guitar Center (Westlake Village, CA)

Responsibilities included updating the GuitarCenter.com website, which included the Weekly Specials section as well as other various promotions and landing pages.

#### 2008 - 2009

##### Web Designer, LA Times (Los Angeles, CA)

Responsibilities included creating various Flash banner ads, adverts and landing pages on LATimes.com website.

#### 2007 - 2008

##### Web Developer, Kaiser Permanente (Pasadena, CA)

Developed standards-compliant, cross browser compatible landing pages and microsites for the kp.org website, ensuring accessibility for all.

#### 2006 - 2007

##### Designer, Davis Merchandising (West Hollywood, CA)

Lead Designer for merchandising company specializing in the Sci-Fi/Fantasy genre. Maintained and developed merchandising and movie websites. Created print materials for DVD packaging, banners and other promotional items.