



**skills**

*Languages:*

HTML/CSS  
ActionScript  
JavaScript  
jQuery

*Software (Mac & PC):*

WordPress  
Dreamweaver  
Illustrator  
PhotoShop  
Flash  
InDesign  
Quark  
Final Cut Pro  
Logic Pro  
PowerPoint  
Excel  
Word

*Functional:*

Web Design  
UX/UI Design  
Front-End Development  
Art Direction  
Concept Design  
Photo Art Direction  
Print Production

**experience**

**Palmer Ad Agency** *San Francisco, CA* 10/2011 — present

- Design & develop email campaigns, eblasts & landing pages
- Manage Creative Department workflow, Freelance and outside resources
- Develop rapid UI/UX prototypes using Photoshop and Illustrator
- Build website designs in HTML/CSS and WordPress
- Maintain websites, updates and manage content for multiple clients
- Draft storyboards & create banner ads with Flash/Actionscript
- Concept storyboards for video and television advertisements
- Design print campaigns, collateral, display ads and promotional products

**Freelance Web/Print Design** *San Francisco, CA* 1/2010 — present

- Design & build custom websites for clients in HTML/CSS and WordPress
- Illustrate artwork, create logos, optimize digital assets for web
- Define and develop sitemaps and wireframes for website proposals/projects
- Conduct User Research & Usability Testing
- Manage client expectations and communications

**Ambrosi** *Hayward, CA* 11/2004 — 04/2007

**Sr. Art Director**

- Designed seasonal campaigns for major retailer
- Collaborated with cross-functional teams to develop merchandise concepts
- Supervised Art Directors to meet merchant requirements and tight deadlines
- Designed 5-10 layouts weekly for tabloid publication to increase sales
- Presented design ideas and recommendations to senior management

**Mervyn's** *Hayward, CA* 01/2003 — 11/2004

**Photo Art Director**

- Directed fashion and still life photoshoots
- Managed pre-production meetings, selected talent & resources
- Met deadlines on time and within budget
- Served as back-up for Creative Manager

**Art Director** 10/2001 — 01/2003

- Presented campaign strategies & visuals to senior management
- Collaborated with writers & marketing partners for impactful design solutions
- Specified creative details for layout, typestyle, & photography

**Heller Financial** *San Francisco, CA* 04/1997 — 09/2001

**Graphic Designer**

- Designed 1, 2 & 4 color marketing materials to support 55 member sales team
- Attended press checks, proofed bluelines, prepared all files for print
- Coordinated direct mail campaigns, purchased lists, and set up sales drop
- Developed incentive program for 150 employees

**education**

**The Art Institute of California - San Francisco, San Francisco, CA**  
Associate of Science, Web Design & Interactive Media 03/2011  
GPA 3.9

President of S.W.A.P. Club, Society of Web Artists & Programmers 2009 — 2010  
Participant Web Design & Interactive Media Art Show 08/2009

**California State University Long Beach, CA**  
Bachelor of Science, Dance 1985

**skills**

Strong conceptual, creative and communication abilities  
Flexible and adaptable in fast paced environment  
Work well independently or within a team setting

**special interests**

Dance Instructor, Certified AFAA, ZUMBA licensed  
Fluent in Italian  
Anything chocolate

