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Portfolio: www.uiux.site

From - To: July 2013 – Current Position
Agency: **DDI** - Development Dimensions International
Address: 1225 Washington Pike, Bridgeville, Pennsylvania, 15017
Title: *UX/UI Design + Mobile/Web Strategist*

My duties included:

- Researching New Technology, Software and/or Services to address marketing issues and advancements.
- Evaluate and recommend digital solutions and remain current or ahead of technology and marketing trends.
- Create Graphical User Interfaces (UI) and map User Experiences (UX) for web and mobile environments.
- Liaising between Marketing, Communications and Demand Generation Departments to identify solutions, advise on workflows, software and methodology between all departments.
- Coach Teams and Divisions both within the United States and Internationally on UI/UX Best Practices.
- Creating flow diagrams, wireframes and working concepts based on personas, research and analysis.
- Integrating Brand and User Experience (UX) using Content Management Systems such as Kentico, WordPress, SharePoint and Kaltura.
- Help implement Web and Behaviour Analytics and provide insights on Customer Digital Behaviours.
- Researching, working and integrating prevalent Web Standards, including: HTML5, CSS3, JQuery, JavaScript, along with other Web and Marketing Technologies.
- Create DDI's Digital, Web and Mobile strategy.
- Creating digital assets and experiences for DG (Demand Generation) and testing variations for best CTR.
- Research of new web practices and technologies which include Search Engine Optimization (SEO), SEM (Search Engine Marketing), Social Media Integration and Mobile Technology.

From - To: October 2005 – July 2013
Agency: **New York City** Administration for Children's Services (ACS)
Address: 150 William Street, Manhattan, NY 10003
Title: *Sr. Multimedia Designer, Web, UI and UX Manager*

My duties included:

- Responsible for Brand Creation, Site Architecture and User Experience (UX)
- Create Graphical User Interfaces (UI) for various projects including an award winning (New York City Excellent in Technology) interactive media project
- Initiates, Manages and is responsible for ACS's Creative Direction
- Manage Interactive Multimedia and Website projects
- Work closely with the Press Office and Senior Management
- Integrating Content Management Systems such as Expressionengine, WordPress and Drupal
- Creating and designing email campaigns using iContact and Adobe BC
- Manages both Intranet and Internet sites
- Key role in Development and Approval of Web Related Projects
- Monitor, Measure and Benchmark key metrics using Webtrends and Google Analytics
- Research of new web practices and technologies which include Search Engine Optimization (SEO), Social Media Integration and Mobile Technology

- Presentation of new concepts to The Commissioner and Senior Management
 - Logo Creation for various departments and projects
 - Researching, working and integrating prevalent standards, including: HTML5, CSS3, JQuery, JavaScript, PHP and Flash, along with other Web technologies.
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From - To: August 2001 – October 2005
Agency: New York City Department of Information Technology and Telecommunication (DOITT)
Address: 75 Park Place, Manhattan, NY
Title: *Web Design and Multimedia Consultant for New York City*
My duties included: (similar to above ACS position but with broader scope that included all New York City Agencies)

From - To: March 2001 – August 2001
Agency: Oceanwidemedia.com
Address: 39 48 65th street, Woodside, Queens, New York 11377
Title: *Self Employed*

My duties included:

- Consulting with clients to analyze and develop their online business strategies.
 - Executing the approved concepts and creating websites/ print material/ interactive media
 - Troubleshooting and resolving various web and digital media issues.
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From - To: October 2000 – March 2001
Agency: West Design
Address: Dromahair. Co. Leitrim, Ireland.
Title: *Senior Designer/Developer*

My duties included:

- Designing and Programming computer applications using Illustrator, Dreamweaver and Flash
 - Maintaining and documenting processes and procedures
 - Supervising the design and development of new applications
 - Meeting with clients and end users to assist them with program and computer issues
 - Formulating solutions to complex design problems
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From - To: September 1999 – October 2000
Agency: Advance Learning – Microsoft CBT
Address: Galway City, Co. Galway, Ireland
Title: *Designer/ Developer/ Animator*

My duties included:

- Designing and Developing computer Based Training Software for Microsoft
 - Generating in-depth online procedures for new employees
 - Troubleshoot and editing of finished interactive CD –ROM's
 - Creation and design of interface solutions
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From - To: July 1999 – September 1999
Agency: The List Newspaper
Address: Dominic Street, Galway, Co. Galway, Ireland
Title: *Graphic Designer/ Layout Specialist*

My duties included:

- Creation of Advertising print designs
- Layout and Structure of newspaper
- Applying quality Assurance in conjunction with approved style guide
- Meeting with clients and general public concerning editorial and design issues

Additional Information:

- Creative Director for Oceanwidemedia.com
- Over **eighteen years' experience** working with all aspects of design including but not limited to Interactive, Print, E-Learning, CMS, Interactive CD's and Web
- I have extensive experience working for The City of New York, in all areas relating to Web Design, Development and Administration, also including a comprehensive working knowledge of large scale (ACS is one of New York City's largest agencies) internet and intranet architecture.
- Expert, proficient and experienced in Design , Development and Animation using programs such as: Expressionengine, Adobe Business Catalyst, Dreamweaver, Flash, Illustrator, Drupal, Photoshop, WordPress, Swift 3D, Poser, Bryce, After Effects, Premier, Interwoven Teamsite, Xerox DocuShare, and a working knowledge of HTML5, CSS3, Flash, XML and JQuery

Education

July 1999 **Design in Communications - Degree**
Letterkenny Institute of Technology, Letterkenny,
Co. Donegal, Ireland