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## Objective

UX designer role working with a passionate and versatile team on exciting projects and products with lots of opportunity for creativity and innovation

## Technical Skills

- Experience with a wide variety of UI, Wireframing, and Prototyping tools including Omnigraffle, InvisionApp, Adobe Experience Designer, Indigo, LucidCharts
- Conducting User testing, A/B testing and Usability Testing using HotJar, Google Optimize, and CrazyEgg
- Rapid prototyping in HTML/CSS/JS
- Over 15 years' experience with Adobe Photoshop and Illustrator
- Hands-on experience with Javascript, JQuery, HTML5, CSS, REACT, NodeJS, SASS, PHP and ASP.net
- Design and development experience for responsive web and native apps on various desktop, tablet and mobile devices & platforms, including Windows, Mac, iOS and Android

## Work Experience

### UX Designer / Game Designer, Soulbound Studios

Apr 2016 – Present

- Created overarching UI/UX guidelines for Chronicles of Elyria website and game content
- Redesigned landing page for ChroniclesofElyria.com with a focus on storytelling. Signups increased from 15 per day to 50+ per day
- Data-driven UX design for website features with rapid iterations based on Google Analytics, user feedback and KPI trends
- Designed purchase funnel for online store raising over 1.1 million in 2017
- Conducted usability tests that identified pain points in conversion funnels and collaborated with the Marketing and Design team to create elegant solutions while working within the constraints of working in two webstacks (old stack is ASP.net new stack is NodeJS, React, MySQL)
- Debugged website issues in HTML, CSS, Javascript, ASP.NET, Raptor, and some C#
- Worked with stakeholders to define backlog of features and create product roadmap
- Helped manage Kickstarter campaign that raised 1.3 million USD for Chronicles of Elyria game by driving the user story through marketing assets, facebook ad campaigns, and landing page takeovers for top gaming sites (MMORPG.com, MassivelyOP.com, and Gamespot)
- Initiated and designed several marketing projects and website features that increased online sales by 335% and increasing our revenue by over \$3 million
- Presented design concepts and documents to cross-functional teams and lead the design process from project vision to completion
- Redesigned website using best SEO practices, increasing traffic from 2.5k users per day to 8k users per day

### Owner, Creative162.com

Jan 2017 – Present

- SEO audit and optimization for UnveiledHawaii.com , MauisAngelsWeddings.com, Intimateweddingsmaui.com
- Increased UnveiledHawaii.com Google page rank for target keywords from 44+ to top 3 globally

- Designed event website for Inspiration Lighting and Events Hawaii
- Managed content releases for UnveiledHawaii.com and MauisAngelsWeddings.com

### **UX Designer/ Product Manager, Unikrn**

Jan 2015 – Apr 2016

- Worked with the Creative Director to establish design guidelines and branding for Unikrn.com
- Created user flows and wireframes for initial MVP launch
- Conducted usability studies for the acquisition process to drive more signup conversions. This led to an increase in traffic to the site by over 300% in the first 2 months and increased page duration from 35 seconds to 3 minutes per user
- Created SEO optimization plans as well as developed content marketing strategies to increase overall SERP rating
- Created visual design of marketing decks used in funding rounds which raised \$12+ million
- Concept and rapid prototyping of products (Bet on yourself, Unikoin Raffles, Unikoin Auctions, and Achievement System) for market validation
- Collaborated with remote development and marketing teams in Germany, India, Croatia, and Australia in building web-based applications
- Collaborated with Data Analyst to develop a machine learning system to predict odds of eSports events with a 85% accuracy rating
- Worked directly with upper management to create dashboards tracking KPIs for measuring product release success
- Created marketing strategies to grow social channels. Facebook grew from approx 100 followers to 1500 likes in 6 months. Instagram from 0 followers to over 1000 followers in less than a month
- Designed and developed of Pinion.gg website and dashboard using HTML, CSS, Javascript, JQuery, and bootstrap
- Created new features for the Pinion.gg platform, increasing ad watching duration from 5 seconds to 25 seconds

### **UX Designer, Inviso**

Jun 2014 – Dec 2014

- Visual design, development, and art direction of Windows 8 app for PC accessories
- Localization development for PC Accessories app
- Created High Fidelity mockups for high profile clients, such as Microsoft, Polaris, Adobe, AWS, and Toro
- Debugging of internal websites using CSS, PHP, and Javascript
- Setup development environment for internal facing websites
- Creation of design tools using C# and xaml, reducing production time of App Portals

### **UX Designer, TIBCO**

July 2013– Jun 2014

- UI/UX design and mockups for Spotfire Metrics mobile app, Spotfire Modeler desktop app and Spotfire Cloud website, using Omnigraffle, HTML5 CSS3, JQuery, and Javascript. Target user are executives from companies worldwide including many Fortune 500 corporations
- Creation of UXDS for Spotfire Metrics web, android, and Windows, phone apps
- Visual design of marketing campaigns for Spotfire Metrics for launch
- Creation of High Fidelity mockups for various high profile projects including executive-level sharepoint site for Continental Mills, interactive map-based store dashboard app for General Mills, Push BI mobile app, and Analytics tool for Gallup analytics.
- Providing overall creative direction for Sacramento Kings dashboard app
- Development and debugging of web based applications using javascript, JQuery, CSS3, and HTML
- Partnering with international teams in Sweden and Romania on various projects including Spotfire Cloud, Spotfire Metrics, and Spotfire.Tibco.Com

- Testing for mobile apps across multiple platforms including Windows, Windows Phone, Android, iPhone, and iPad

**Web Designer, HIBU**

Apr 2013 – July 2013

- Creation of templates for various website categories, pushing the constraints of the existing technology platform to generate unique designs
- Working directly with the Art Director as an active contributor of new design ideas and guidelines

**Web Designer and Developer, Starfire Sports**

Jan 2013 – May 2013

- Owner of overall creative design and direction for new responsive multi-media Starfire Sports (Seattle Sounders training facility) website, approaching it from a mobile-first design philosophy
- Development of website using HTML5, CSS3, JQuery and JS Swipe with a strong emphasis on cross functional compatibility and a focus on improving mobile performance
- Management of overall project timeline, integration points and status reports

**Co-Owner, Massively Real**

July 2012 – July 2013

- Creative design for various cross platform mobile and web apps, including Dive Connector, a web/app interface for bringing together the scuba diving community
- Responsible for UI/UX development using HTML, CSS3, Foundation by Zurb, and JQuery
- Providing consultation to individual clients in improving SEO capabilities for their websites
- Creative T-shirt designs available for retail

**UI/UX Game Designer, TroubleBrothers.com**

May 2011 – Dec 2012

- UI/UX design of ipad-based game titles, including Steam, Match-O-Matic, Quiz Tiles, Wizard Hex Arcane Spells and Forbidden City
- Design and development of game interface prototypes for concept development and play testing, using iOS Blueprint
- Management of usability testing for various projects

**Education**

**Art Institute of Seattle**

2008 - 2012

***Bachelor: Web design and interactive media***

- Member of Web Design Club
- Member of CG:UX (Common Ground: User Experience Club)
- Multiple projects selected to be displayed in Art Gallery
- Photography featured in main entrance to school.
- President of the free-running club

**Capital Area Career Center**

1996 - 1998

- Graphic Design
- Photography
- Stripping and platemaking
- Offset printing press

**Interests**

- Foreign languages: Portuguese (Brazilian), Spanish, and Chinese (Mandarin)
- Udemy Addict (Currently studying React Framework, Meteor, GraphQL, and NodeJS)
- Martial Arts (Capoeira, Aikido, Aiki Jiu Jitsu, Kung Fu, Taekwondo, and Brazilian Jiu Jitsu)
- Photography, Drawing, Music, Oil Painting, and Dancing (ballroom and breakdancing)

- Gaming (tabletop and computer)
- Scuba Diving