



## Freelance UX/UI Design & Frontend Development

Yielded deep UX & UI engagements, most notably with Phenomenon (phenomenon.com) handling UX and UI for the KBHome account, Green Feather (gogreenfeather.com) building design systems, AtEdge (at-edge.com) building photographer portfolios, Atomized (atomized.com) on the design for their flagship calendar app, and The Boys & Girls Clubs of America (bgca.org) on an outreach effort for teens. Routinely consulted with Imbibe (imbibe.info) on all of their Frontend Dev work since 2017.

*Positioned at the intersection of UX and Visual Design, Interactive Prototyping, WordPress Customization, and Frontend Development. Very hands-on. Capable of authoring HTML, PHP, CSS & JS by hand. Fluent in Sketch, Figma & XD, and immersed in After Effects. Learning C4D.*



2016

## Art Direction & Design at Rockfish/VMLY&R

Initially joined Rockfish (now VMLY&R) as an Art Director to work on Ford.com, in conjunction with Team Detroit (now GTB). Other work consisted of Valvoline, Sunrun, P&G, Wrigley (Mars), Publix, Walmart, Coca-Cola & MetroPCS. Despite the successes of the company, they were unable to gain significant client traction in ATL. The ATL office closed in early 2015, and I continued working on the team remotely through 2016. (vmlyr.com)

2013

## Art Direction & Design at McRae

I joined the team at McRae in 2012 to lead UX/UI efforts. Accounts included Midtown Consulting Group, Reynolds Plantation, MetLife & ForeverHome. Nevertheless, the agency was forced to close its doors in 2013. (mcrac.com)

*I'm generally able to carry most small-to-medium projects from conception to completion. Having spent many years working independently, I gained valuable experience directly managing client expectations. I learned how to tell the client things that they might need to know but are afraid to hear. I know when to sacrifice quality for speed and how to be resourceful at balancing the two.*

## Freelance UX & UI Design

In 2009, I began a freelance business with only Fran as a client. I challenged myself to establish relationships with local agencies— including IHG, FitzCo., Ogilvy & Mather, Turner Sports, Sparks Grove, IQ, Cadillac Jack, and Equifax.

2009

## Print & Interactive Design for Fran Tarkenton

For five years, I led the digital and print creative for a handful of companies under Fran, most notably Tarkenton Financial and GoSmallBiz. They are headquartered in Atlanta and operated by the NFL Hall of Fame Quarterback. From 2004 on, I was responsible for the design and development of all web sites and marketing materials. I was able to implement several content management systems and grasp a real-world understanding of the ins-and-outs of deploying open-source software at the enterprise level—notably WordPress and WordPress MU. We created a suite of web-based small business tools and I designed the UX for them as well as their white-label counterparts. I mentored junior designers and grew the design department from one person to three before taking the leap into the freelance world in 2009. (tarkentonfinancial.com, gosmallbiz.com)

2004

## Studied Design at The Creative Circus

Invested in the Design program at The Creative Circus, an Advertising & Design Grad School in Atlanta, Ga. I was able to nurture a love for typography and ran away with 8 awards, including Student's Choice. Developed skills in branding, illustration, print, packaging & bookmaking. Formed an understanding of design critique and rationale. I was invited to return to the school as an Instructor in 2010. (creativecircus.edu)

