

SUMMARY

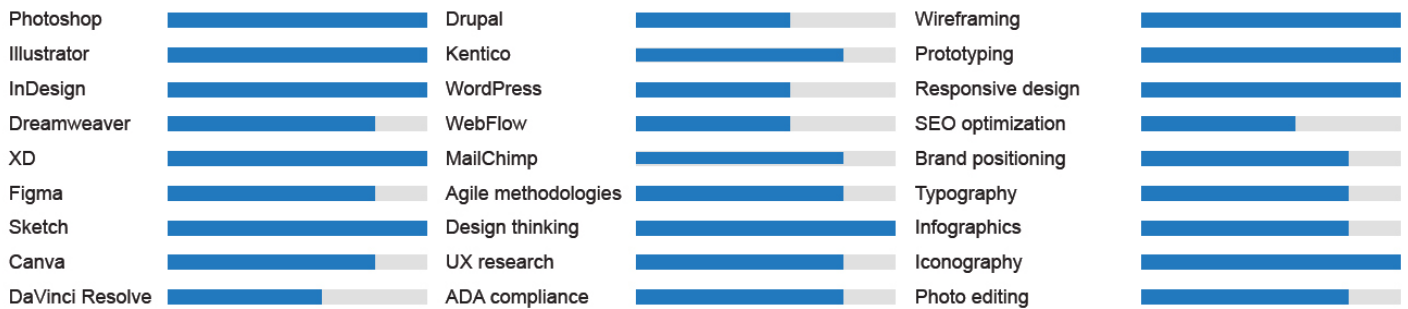
Innovative Full-Stack Designer | 15+ Years in SaaS, E-commerce, B2B & B2C Product Design

Versatile creative leader with a deep, cross-industry design background—from digital products and UX/UI to branding, print, video, and web. Known for blending artistic vision with technical expertise to craft user-first experiences that drive engagement, streamline workflows, and elevate brand impact across platforms.

CERTIFICATIONS & AWARDS

- [IBM Enterprise Design Thinking Co-Creator](#), July 14th, 2021.
- [IBM Enterprise Design Thinking Practitioner](#), April 30th, 2021.
- [IBM Agile Explorer](#), October 03rd 2017.

SKILLS



EDUCATION

- **Associate Degree in Digital Imaging & Graphic Design**
Broward College, Fort Lauderdale, FL
- **Bachelor of Science in Communication (Advertising, Psychology Minor)**
Florida International University, North Miami Beach, FL

PROFESSIONAL EXPERIENCE

Learning Experience Designer [LHH](#) | HR/Talent Solutions Industry

Part-Time, Remote | April 2026 – Present
Fort Lauderdale, FL

- Produced high-quality branded visuals, motion graphics, and eLearning modules from concept through deployment.
- Integrated AI-powered tools to accelerate production and expand global accessibility.
- Ensured technical accuracy in SCORM/xAPI packaging and LMS implementation.
- Elevated complex topics into clear, narrative-driven, human-centered training experiences.

Visual Designer [International Business Machines Corporation](#) | Information Technology Services Industry

Full-time, Remote | October 2015 - April 2024
New York, NY

- Conducted end-to-end UX research, including personas, usability testing, and journey mapping to inform design decisions.
- Led a UI redesign initiative that significantly improved engagement and elevated overall user satisfaction by 12%.
- Applied Design Thinking to deliver intuitive, user-first experiences across complex platforms and workflows.
- Built high-fidelity wireframes and prototypes in Figma and XD for internal tools, customer-facing products, and SaaS dashboards.
- Mentored junior designers and fostered team creativity while upholding IBM's design system and brand standards.
- Migrated Drupal content to AEM and integrated Bynder to streamline asset organization, improving digital content management.
- Ensured IBM.com pages met web accessibility standards, maintaining compliance with WCAG and Section 508 guidelines.
- Designed infographics and interface elements for large-scale datasets, enhancing clarity and user comprehension.
- Contributed to early product development from concept to launch, collaborating on enterprise and consumer-facing solutions.
- Refreshed PowerPoint and Keynote marketing materials with updated content, adhering to established brand standards.

New Media Designer

[Intrepid Sea, Air & Space Museum](#) | Educational & Non-Profit Industry

Full-time, On-site | July 2011 - October 2015
New York, NY

- Architected responsive designs for mobile, email, signage, and digital platforms.
- Directed integrated digital campaigns, increasing museum attendance and online engagement.
- Leveraged automation and audience segmentation, increasing email campaign engagement by up to 35%.
- Activated SEO strategies to raise visibility, increasing organic traffic.
- Digitally restored historic visuals, enriching the storytelling power of exhibits.
- Focused on direct-to-consumer marketing, creating content designed to enhance the museum visitor experience in-person and online.
- Mentored design interns, encouraging growth and elevating project output.

Sr. UX/UI Designer

[Online Residential](#) | Real Estate Services Industry

Full-time, On-site | April 2007 - June 2011
New York, NY

- Conceptualized real estate websites, integrating IDX systems on the backend to automatically populate property listings.
- Boosted creative department efficiency by 15% and reduced project turnaround time by 20%.
- Developed project proposals, managed client communications, and solved design challenges.
- Worked with APIs and hand-coded HTML, CSS, and XML, integrating JavaScript and jQuery.
- Discovered new product/service opportunities, achieving a 10% increase in sales.

Production Artist

[The Village Voice](#) | Book & Periodical Publishing Industry

Part-Time, On-site | January 2007 – April 2007
New York, NY

- Produced high-volume print materials while maintaining strict brand consistency.
- Reviewed and released error-free, press-ready files for seamless production.
- Verified press proofs and coordinated with printers to ensure final outputs met design specifications.
- Prepared and packaged final artwork files for seamless transfer to prepress and production teams.

Production Manager

[Nikki Beach](#) | Hospitality & Entertainment Industry

Full-time, On-site | February 2003 - April 2006
South Miami Beach, FL

- Oversaw marketing and advertising for 14 global locations, boosting brand consistency and increasing foot traffic by 15%.
- Orchestrated large-format print production, operating flatbed printers with precise color and finishing under tight deadlines.
- Managed web and print production, delivering projects 25% faster.
- Elevated production processes and workflows, enhancing efficiency.
- Collaborated with Nikki Beach Clothing to produce screen-printed apparel for all ages including t-shirts, jackets, and accessories.

Production Artist

[MacDirectory](#) & [Miami Living Magazines](#) | Magazine Publishing Industry

Full Time, On-site | July 2001 – January 2003
South Miami Beach, FL

- Composed and prepared magazine layouts, advertisements, and promotional collateral for print and digital distribution.
- Ensured all files met prepress specifications, including color calibration, bleeds, and resolution requirements.
- Operated and maintained high-speed digital printing equipment for short-run publications and promotional materials.
- Produced large-format prints using roll-to-roll and flatbed printers, managing color, finishing, and tight-deadline delivery.
- Coordinated large-format printing of banners, posters, and displays with precise color quality.

Multimedia Designer

[Miami Solution Providers](#) | Real Estate Industry

Contract, On-site | November 2000 - June 2001
North Miami Beach, FL

- Launched a web department for the company.
- Facilitated online projects including advertising banners, e-flyers, and websites, achieving a 15% increase in client engagement.
- Executed solutions to all designs from conception to completion and launch.
- Supervised, shot, edited, and produced short films for various projects.

Graphic Designer

[P.K. Graphics](#) | Printing Services Industry

Full Time, On-site | September 1998 - September 2000
Fort Lauderdale, FL

- Designed powerful print pieces—tradeshow displays, posters, and more.
- Operated digital copiers and roll-to-roll/flatbed printers for high-quality, timely signage and materials.
- Revamped production cycles, enabling consistent, error-free execution.
- Maintained seamless operations across invoicing, fulfillment, and logistics.