

PROFESSIONAL EXPERIENCE

Make Things Studio Owner March 2008 – Present

Solving business goals through online experiences for small businesses, non-profits, and educational institutions. Utilize best practices for project workflow, content modeling, user experience, front-end development, and CMS customization.

KEY PROJECTS

Maryland SPCA: Website redesign and development, including Baltimore's first "Lost & Found" for pets. Site helped grow donations from \$2,500 to \$25,000 in its first year.

Robert McClintock: E-commerce design and development. The first year of the site saw online sales grow from \$17,000 to \$54,000.

Baltimore Brew: Content Strategy, visual design, front-end development, Wordpress, and server management. Sessions grew from 5,000/mo. to 124,000/mo during its first year.

Otis for Mayor: Designed visual platform for Otis Rolley's mayoral campaign, including brand, styleguide, emails, website, and signs.

Roadmap Co-founder & Chief Design Officer April 2013 – November 2015

Led and managed the redesign of Roadmap's online project forecasting tool. Created the concept, design, and frontend styles for Odometer, a stand-alone time tracking tool for Roadmap. Implemented customer outreach and beta testing programs.

KEY PROJECTS

Odometer: Scoped features for companion time tracking application. Designed and implemented visual styles, continuous integration, and deployment.

Customer Onboarding: Redesigned Roadmap's weakest link to drive trial conversions. Focused on small steps that explain how Roadmap works.

Roadmap Redesign: Led redesign of primary application, focusing on interface clarity, mobile usage, and performance.

Maryland Institute College of Art Adjunct Faculty August 2009 – December 2015

Through graphic, web, and user experience design courses, have provided students the fundamental structural, visual and interaction concepts of screen-based design. Projects emphasize competitive analysis, user research & feedback, prototyping, and iteration.

R2Integrated Senior Designer 2005–2008

Vitamin Lead Designer 2004

EDUCATION

Maryland Institute College Of Art

BFA in Graphic Design

Student Voice Association President: Led MICA's student government. Met with college leadership to voice student's concerns and develop new procedures for MICA's student groups.

Student Activities Program Manager: Managed vendors, promotion, and operation of on-campus events, including annual Halloween and School's Out parties.

Orientation Leader: Familiarized incoming freshmen with MICA, the surrounding neighborhood, and Baltimore. Led group exercises to remove barriers of communication and build trust.