



EXPERIENCE

**SmugMug | *Marketing Designer* | 5/2011 – 1/2012**

*Designed and developed all marketing web and print work*

- Fully assumed ownership of each project's lifecycle (ideation, wireframes, creatives, and development in addition to procuring resources and requirements as well as following through during QA and release):
  - Microsite targeted at professional photographer demographic
  - Desktop and mobile iterations of landing page for mobile phone camera application
  - Error pages for all possible site maintenance and site down conditions
- Created and modified various print and Flash advertisements, banners, brochures, and flyers
- Provided expert guidance and feedback on all design related tasks, projects, and discussions
- Championed pixel-perfect, grid, typography, and ratio based layouts

**McAfee | *Senior User Interface Engineer* | 3/2011 – 5/2011**

*Mobile website and application lead designer*

**McAfee | *Web User Interface Engineer* | 5/2007 – 3/2011**

*Designed and developed mobile websites, mobile and desktop applications, promos, landing pages, banner advertisements, and mailers; led and collaborated on Consumer website design iterations*

- Mobile website, mobile application, and Consumer promotional banner designer
- Responsible for providing all mockups and assets for Consumer Go-To-Market product launches
- Contributed to application design for 2010 Consumer product platform
- Led and created majority of design efforts for all phases of Consumer website revamp
  - Main page promotional banner increased sales revenue by over 200% within 24 hours of launch
- Responsible for US market front end design and development for .NET migration
- Significantly improved conversion and revenue based on Sales and Marketing web data
- Recognized by all project stakeholders for attention to detail, creating high impact and professional deliverables with modern design aesthetics, and going above and beyond to achieve milestone dates

**Trend Micro | *User Interface Designer* | 6/2003 – 4/2007**

*Designed user interfaces for web based applications and print work, conducted user research, implemented and progressed user interface technologies and visual design*

- Implemented front end of enterprise web-based user interfaces (wireframes to functional prototypes)
  - Prototypes are well received by corporate clients – commended for ease of use and efficient design
- Expanded print work to whitepaper figures and marketing collateral
- Overhauled whitepaper documentation iconography to reflect contemporary products with high fidelity
- Established and maintained user interface standards, policed all prototypes for standards adherence
- Major contributor for the following awards:
  - InterScan VirusWall for Small and Medium Businesses earns Values Champion Award in Fall 2003
  - InterScan Web Security Suite earns Project of the Year and Statistical Quality Assurance awards in 2005
  - ServerProtect for Linux received Reader's Choice Award by LinuxWorld Magazine in 2006
- Contributed to transformation of User Interface group to Human Interface Engineering



- Promoted to full time employment upon graduation due to proven professionalism and performance

## Trend Micro | *Design Intern* | 6/2000 – 6/2003

### *Designed user interfaces for web based applications and print work*

- Implemented front end of enterprise web-based user interfaces
  - Spam Prevention Service received Microsoft Certified Professional Magazine “Products We Love!” award in 2003
  - InterScan Messaging Security Suite received CRN Test Center “Recommended” award in 2003
- Designed box and manual art for all Trend Micro products

## NETiS Technology | *Web Designer* | 6/1997 – 8/1999

### *Designing and maintaining web sites*

- Adapted early to graphic design and web technologies while in high school
- Created and maintained company and subcontracted websites

## EDUCATION

1999 – 2003, Bachelor of Arts, Graphic Design, Santa Clara University

## SKILLS

### Computer Experience

<b>Photoshop</b>	Expert
<b>Illustrator</b>	Expert
<b>Dreamweaver</b>	Intermediate
<b>Acrobat</b>	Intermediate
<b>HTML</b>	Intermediate
<b>CSS</b>	Intermediate
<b>Flash</b>	Experienced
<b>Javascript</b>	Beginner
<b>jQuery</b>	Beginner

### Personal Skills

Fine art, visual design, website and application user interface design, print design

## PUBLICATIONS

User Experience & Design Team: Efficient Handshake Between Different Roles, APCHI 2006, Paper #0063