

Work Experience

Creative Technologist

SALESFORCE

December 2014 – Present (1 year 2 months) | Indianapolis, IN

- Strategize, design and build dynamic email-based campaigns to surpass registration goal of annual user conference by over 140%
- Establish best-practices for email to increase click-through rate by over 340% YOY on marketing and event campaigns
- Persona-based marketing initiatives using expert knowledge of the Salesforce Marketing Cloud (formerly ExactTarget) app

Digital Designer

EXACTTARGET

January 2014 – December 2014 (1 year) | Indianapolis, IN

- Prototyping, UX/UI design and front-end development (HTML/CSS/jQuery) for digital initiatives and Marketing campaigns
- Leverage in-demand technologies and code libraries such as Bootstrap, Drupal, SourceTree and Sass
- Part of a world-class team which launched rebranded Salesforce Marketing Cloud web properties—from start to finish in under 90 days

Lead Web Design Consultant

ST.VINCENT HEALTH

July 2007 – January 2014 (6 years 7 months) | Indianapolis, IN

- Provide ongoing support for all St.Vincent digital initiatives, with a focus on stvincent.org
- Maintain, update and design graphics for both internal & external websites via Ektron CMS
- Designed & coded award-winning websites for Women's Hospital, Cancer Care & Bariatrics

Art Director / Production Designer

THE HEAVYWEIGHTS

April 2008 – December 2008 (9 months) | Indianapolis, IN

- Designed and produced marketing materials for many local and national brands
- Executed targeted marketing campaigns through various forms of media
- Specialized in marketing to health care and consumer packaged goods industries

Skills, Tools and Abilities

UX/UI Design, Art Direction, HTML5, CSS3, Sass, Bootstrap, Creative Strategy, Email Best Practices, jQuery, Web Design, Prototypes, Mockups, Invision, Heroku, Responsive Design, Salesforce, Marketing Cloud, Adobe Creative Cloud, Photoshop, Illustrator, AfterEffects, InDesign, Sketch, Zeplin, OmniGraffle, SourceTree, GitHub, Email Marketing, Slack, Wrike, OpenCMS, AEM, WordPress, Node.js, JIRA

Education

Purdue School of Engineering and Technology, IUPUI (August 2004 - May 2009)

Computer Graphics Technology / Interactive Multimedia Development