



## experience

- Bank of America, Wilmington, DE  
Digital Art Director, Oct 17 - present (vendor for Tamman Technologies)  
Nov 15 - Oct 17 (contractor for AQUENT)
  - Designed projects across multiple business lines from concept through execution with a focus on banner ads and landing pages
  - Collaborated closely with copywriters to conceptualize projects
  - Developed 3-4 creative ideas per project that complied with brand guidelines while still meeting the needs of the client
  - Significantly raised CTRs in some of the business lines
- Voya Financial (formerly ING U.S.), West Chester, PA  
Designer, June 07 - July 15
  - Created & maintained microsites/landing pages
  - Designed print marketing materials including brochures, flyers, posters, conference agendas, postcards, ads, and specialty pieces
  - Worked with the technology team to edit ASP-based websites
  - Worked closely with project managers to determine the “look” of various campaigns
  - Managed 5 contractors during 6-month rebranding process
  - Managed and developed processes for the shared image library
- Expensewatch.com, Conshohocken, PA  
Designer, May 06 - Feb 07, Apr 04 - Jun 04
  - Created, maintained, and updated user interface web pages using Illustrator, Photoshop, Dreamweaver, HTML, CSS, and Microsoft Visual Studio
  - Developed high-level webpage flowcharts
  - Worked on Flash animations & interactive pieces
  - Designed print marketing materials
- Vishay Intertechnology, Inc., Malvern, PA  
Designer, Aug 04 - May 06
  - Projects included: brochure design, advertisements, trade show posters, product sheets, quarterly e-newsletters
  - Designed the 2005 Annual Report; oversaw the whole process from conception to print production
- The Vanguard Group, Malvern, PA  
Junior Information Designer, Jul 02 - Apr 04
  - Designed and built web pages using Dreamweaver/HTML for institutional web services
  - Represented design team at daily business architecture and requirement planning sessions
  - Projects included redesigning the Plan Sponsor Bridge, Institutional Investor Professionals site, and creating representational diagrams
- Kline Graphic Design, Inc., York, PA  
Design Assistant, Jun 01 - Jun 02
  - Assisted in all aspects of the print design process including design, resizing/color adjustment of pictures, layouts, comprehensives
  - Projects included: Central PA AIA newsletter and competition boards, monthly inserts for the York Water Company, annual reports, brochures

## education

- Moore College of Art and Design, 01  
BFA Communication Arts  
emphasis in Graphic Design  
Minor in Art History  
Summa Cum Laude
- University of Pittsburgh, 95  
BA Set & Costume Design  
Magna Cum Laude

## skills/ software

HTML  
Cascading Style Sheets  
editing knowledge of SVN  
editing knowledge of jquery  
familiar with Bootstrap  
QA testing  
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Sketch  
Dreamweaver  
Flash  
Illustrator  
Photoshop  
InDesign  
Acrobat Professional  
Microsoft Office Suite  
PC Experience

## community service

- Charity work: Cradles to Crayons, Home of the Sparrow, Elwyn School, Gift of Life, Delaware Valley Children’s Charity, Meals on Wheels, Lord’s Pantry
- *Moore College, Alumnae Board*, 05 - 09
- *AIGA*, Treasurer, 05 - 09
- *AIGA*, Education Committee, 02 - 05
- *Moore College*, Cards of Art project, 02

## awards

- *ING Triangle of Triumph nomination*, 13
- *Vanguard Spot Bonus Award*, 03
- *Drug Free Pennsylvania, Inc.*: anti-drug public service announcement; rotation in various statewide newspapers, 00
- *Collab Student Design Competition*: Herman Miller Design Excellence Award, 99