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SUMMARY

Experienced Creative Lead with 15+ years in media and entertainment. Specializing in visual design, brand strategy, and collaboration with product design teams. Proven track record of boosting user engagement, profits, and brand visibility by blending creativity with business insight.

EXPERIENCE

Visual Design Lead and Content Developer

True Group - Oakbrook, IL

April 2024 - Present

- Collaborated with cross-functional teams to deliver 12 content pieces in 5 months, leading to a 68% improvement in customer satisfaction and an 87% increase in client retention.
- Achieved a 25% increase in profit margins within the first month by implementing a successful localization strategy, driving greater global acceptance and market expansion.

Associate Manager, Visual Design

Spotify - New York, NY

June 2022 – April 2024

- Revitalized the design strategy for Spotify Advertising Academy, catalyzing a 30% enhancement in user satisfaction and elevating the platform's aesthetic appeal.
- Collaborated with engineers and product designers to optimize the consumer-facing product experience, resulting in a 60% increase in overall user satisfaction.

Visual Design Lead

Circle Internet Financial - Boston, MA

July 2021 - June 2022

- Executed a comprehensive brand strategy, achieving a 50% surge in engagement, which led to a 30% increase in user acceptance and fostered a more unified talent team.
- Led a cross-functional team to optimize the design process, achieving a 40% increase in project efficiency and product quality through collaboration with product designers and engineers.

Visual Design Lead

Pinterest - San Francisco, CA

September 2017 - October 2021

- Achieved a 61% increase in product quality and user satisfaction by working closely with engineers and product developers to enhance design strategies.
- Strategically executed a comprehensive brand strategy across four business functions, achieving a 38% rise in employee acceptance and fostering positive impacts on business operations.

Lead Content and Visual Designer

Cadreon - San Francisco, CA

April 2016 - September 2017

- Collaborated with engineering and product teams to improve design process efficiency by 46%, leading to faster product development and increased time-to-market.
- Increased alignment with product changes by 40% through prototyping, resulting in streamlined development processes and improved online content flexibility.

Lead Content and Visual Designer
Netflix - Los Gatos, CA

December 2014 - April 2016

- Elevated user acceptance rates by 56% by developing compelling online content with HTML5, enhancing user satisfaction and overall effectiveness of digital interfaces.
- Enhanced user-experience design by collaborating with engineers and product developers and implementing iterative prototyping, improving design efficiency by 30% and driving increased customer satisfaction and retention.

Visual Designer and Content Developer
Turn – Redwood City, CA

April 2014 - December 2014

- Enhanced our sales team's proficiency by 47%, directly contributing to a substantial increase in profit margins.
- Enhanced user experience by 30% with prototyping and innovative visual design, resulting in a 20% decrease in user support requests.

Visual Designer and Content Developer
Goosebumps, LLC. - Saratoga, CA

April 2011 - April 2014

- Boosted lead conversion by 25% by expertly designing company-branded presentations, webpages, and digital resources, significantly enhancing sales and revenue.
- Implemented strategic design methodologies that propelled a 74% increase in product awareness and significantly improved brand exposure, leading to enhanced customer retention.

Visual Designer and Content Developer
Sony Interactive Entertainment America - San. Mateo, CA

January 2009 - April 2011

- Elevated new hire comprehension and engagement by 30% with the rollout of a multimedia-rich, branded orientation program, speeding up integration and boosting performance levels.
- Revitalized user engagement and the visual interface by developing interactive content using HTML, PHP, and JavaScript, resulting in a 30% uplift in user interaction.
- Transformed program visibility by 60% with innovative visual designs, which significantly cut attrition rates and bolstered employee engagement.

Visual Designer and Content Developer
Compiere - Redwood Shores, CA

October 2006 - January 2009

- Increased user engagement by 50% by implementing interactive visual design elements, improving user experience and higher retention rates.
- Escalated user engagement by 40% by engineering interactive online simulations, which boosted conversion rates for marketing initiatives.

EDUCATION

Bachelor of Science, Computer Science
University of Maryland

SKILLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Captivate), Brand Strategy Development, Multimedia Design (including Motion Design), Visual Storytelling, Digital Media Production, Graphic Design, User Engagement Optimization, Project Management Tools (Asana, Coda, Trello)