



## OBJECTIVE

Effective User Experience Specialist with strong mix of UX and front-end development skills. Diligent, determined, hard-working, and seeking to apply expertise and extensive experience in UX/UI and development to take on a challenging new role with a growing team.



## EXPERIENCE

**Interactive Director / Senior UX Specialist | Fly Communications, New York, NY**

*June 2006 – present*

As Interactive Director for a small agency, I am responsible for the SWOT analysis and implementation of Agile methodologies throughout the life-cycle of every digital project. I work with our clients to build the Personas, Journey Maps, and site goals. I create the Interactive Prototypes and UI profiles, as well as manage the team that develops the sites.

**Project Name:** [TouchCare](#)

**Role:** Technical Project Manager, Information Architect, UX Design, Web Developer

**Team:** 3

**Platform:** Custom Wordpress with Advanced Custom Fields Pro, custom Javascript

- Assessed the current site, created documentation highlighting strengths and weaknesses
- Worked with Account Management and the client to identify the strengths, weaknesses, opportunities, and threats associated with the new site
- Collaborated with client to create User Stories, a User Journey Map, and defined site goals
- Created Technical Specifications
- Produced the technical reports, including progress updates
- Developed the Project Plan and coordinated project schedules, goals and milestones
- Created the Product Backlog, planned the Sprints, acted as Scrum Master during the daily stand up meetings, Sprint Reviews, and Sprint Retrospectives
- Built the responsive, interactive prototype using Axure RP
- Sliced the Photoshop files, creating optimized images for the site
- Built the site, creating individual page templates using PHP, Javascript, HTML5, CSS3 with transitions, as well as a generic, multi-purpose page template for client use.
- Used Advanced Custom Fields with repeater plugin to make the CMS as intuitive as possible
- Installed Google Tag Manager and Analytics and defined goals to track conversions
- Configured Yoast SEO plugin to optimize Search Engine Visibility on an ongoing basis
- Managed the QA using Browserstack and Microsoft Teams
- Reviewed the site, including CMS functionality with the client, and provided training where needed
- Monitored and analyzed the traffic to the new site, the effects on visibility in search engines, and made suggestions on improvements
- Involved the client in the process and maintained open channels of communication via Slack

**Project Name:** [Glen Grant - Single Malt Disrupted](#)**Role:** Technical Project Manager, UX Design, Web Developer**Team:** 2**Platform:** Angular JS Framework, Bootstrap, Google Maps API, Google Font API, Modernizr, Eventbrite API

- Collaborated with Account Management and the Client to:
  - Create a SWOT analysis
  - determine target audience
  - define goals for the site
- Wrote the Tech Specs and reports
- Developed the Project Plan and coordinated project schedules, goals and milestones
- Created the responsive, interactive prototype using Axure RP
- SCRUM:
  - Created the Product Backlog
  - Planned the Sprints
  - Acted as Scrum Master during the daily stand up meetings
  - Ran the Sprint Reviews and Sprint Retrospectives
- Sliced the Photoshop files, creating optimized images for the site
- Built the site using Angular JS
- Managed the QA process using Browserstack and Mantis
- Monitored and analyzed the traffic to the new site, the effects on visibility in search engines, and made suggestions on improvements

**Project Name:** [Provention Bio](#)**Role:** Technical Project Manager, UX Design, Web Developer**Team:** 3**Platform:** Wordpress, PHP, Javascript

- Performed a site performance and SEO analysis of the existing site
- Worked with the Client to define the target audience, aesthetic, and goals for the new site
- Created the project plan, Functional Requirements and Tech Specs
- Created the responsive, interactive prototype using Axure RP
- Collaborated with the design team to decide upon dynamic animations that can be integrated into the code without issue
- Worked with the IT team to plan and implement the hosting migration
- Sliced the Photoshop files, created the optimized the images and video files
- Built a theme with custom page templates using PHP and javascript
- Created animations using SVGs, Javascript, CSS3 transitions, and video backgrounds
- Worked with the Design Team and Account Management to discuss and overcome obstacles
- Installed Google Tag Manager and Analytics and defined goals to track conversions
- Communicated twice weekly with the client to deliver updates
- Managed the QA process using Browserstack

**Project Name:** [Bellissima Organic Prosecco](#)**Role:** Technical Project Manager, UX Design, Web Developer**Team:** 3**Platform:** Wordpress, PHP, Javascript, Youtube API, Google Maps API

- Worked with the Client, Design Team, and Account Management to define User Personas, Brand Identity, and project objectives
- Created the project plan, Functional Requirements and Tech Specs
- Created the responsive, interactive prototype using Axure RP
- Sliced the Photoshop files, created the optimized the images and video files
- Built a theme with custom page templates using PHP and javascript
- Installed Google Tag Manager and Analytics and defined goals to track conversions
- Managed the QA process using Browserstack and Mantis

**Project Name:** [Hey Clinic](#)**Role:** Technical Project Manager, UX Design, Web Developer**Team:** 2**Platform:** Wordpress on IIS, PHP, Yoast SEO, reCAPTCHA

- Worked with EOS Imaging and the Client to create a project plan
- Collaborated with Account Management and the Client to create User Personas and site goals
- Wrote the Functional Requirements and Technical Specs, bearing in mind needs from both EOS and the client
- Sliced the Photoshop files, created the optimized the images and video files
- Built a theme with custom page templates using PHP and javascript
- Installed Google Tag Manager and Analytics and defined goals to track conversions
- Managed the QA process using Browserstack and Mantis

**Project Name:** [Crosby & Higgins, LLP](#)**Role:** Technical Project Manager, UX Design, Web Developer**Team:** 2**Platform:** Wordpress with Advanced Custom Fields, Bootstrap, PHP, Javascript

- Assessed the current site, created documentation showing PageRank and other SEO statistics
- Created SWOT Analysis and developed the Project Plan
- Wrote the Tech Specs and sent regularly updated reports
- Created the responsive, interactive prototype using Axure RP
- Sliced the Photoshop files, created the optimized the images and video files
- Built the site, creating individual page templates using PHP, Javascript, HTML5, and CSS3
- Used Advanced Custom Fields to make the CMS as intuitive as possible
- Configured Yoast SEO plugin to optimize Search Engine Visibility on an ongoing basis
- Managed the QA process using Browserstack and Mantis



## SKILLS

- User Experience (UX)
- UI/Rapid Prototyping
- HTML5, CSS3/SASS/Compass
- PHP/MySQL
- Javascript / JQuery / AJAX / JSON
- Slack
- GIT/Bitbucket
- BrowserStack
- Debugging proficiency
- Digital Strategy
- Requirements Analysis
- Scrum / Agile Methodologies
- Staff development
- Team leadership
- Project management
- Microsoft Teams / Planner
- Team liaison



## ACTIVITIES

In addition to my roles as Interactive Director, I devoted significant energy to education and mentoring. Fly traditionally hires talent that is newer to the market, and I enjoy my role in helping our new coworkers grow into their own, building their skill set and confidence.



## EDUCATION

Certified Scrum Master | 2015  
Axure Rapid Prototyping | 2013  
Google Analytics | 2013  
Advanced Wordpress | 2012  
Advanced Javascript | 2009  
Advanced CSS | 2006  
SQL Architecture | 2000

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Bachelor of Fine Arts | Messiah College | Grantham, PA