

## PROFESSIONAL EXPERIENCE

### WEBSITE DESIGN & DEVELOPMENT

- Thorough understanding of **standards compliant HTML5** and **CSS3**, ability to manipulate basic **JavaScript**.
- Experienced **UI / UX designer** for web and **SharePoint**.
- Familiar with structured web development process, including **content auditing, requirements gathering, wireframe creation, design iteration, and usability testing**.

### GRAPHIC DESIGN

- Ability to **help clients conceptualize** exciting, design-consistent ideas to promote their brand.
- Track-record for meeting **tight deadlines** and demonstrated **efficiency** in **high-pressure** environments.

### SOFTWARE & APPLICATIONS

- Proficient with **Adobe Creative Suite** including **Photoshop, Illustrator, InDesign, Dreamweaver**.
- **Microsoft Office**: Excel, Word, Outlook, Power Point, Access & **SharePoint 2010**.
- Mastery of **content management systems (CMS)** such as **WordPress** and **NationBuilder**.

## CAREER HISTORY

### Web Developer & Graphic Designer • Crossroads Campaigns, Washington, D.C. / PA (2016—Present)

- Designed campaign **mailers** and **door hangers** for national non-profits and political candidates.
- Coordinated production and delivery with print houses.
- Fast **WordPress** website development turnaround for advocacy and election campaigns.
- Art creation for **social media & online advertising**.
- Lead on **design proposals** and **pitches** for new and existing clients.

### Communications Strategist • Prince Street Digital (2010—Present)

- **WordPress** site implementation and customization.
- **Social media management** for clients on **Twitter, Facebook**, and other platforms.
- Creation of **print collateral** (door hangers, mailers, signs, buttons) for non-profits, small business, and candidates.
- **Search Engine Optimization (SEO)** using metadata and content keyword tagging.
- Conducted **communications and social media training** for political candidates and advocacy groups.

### Director of Communications • Northeast Analysis, Honesdale, PA (2014—2015)

- Developed **media strategy** for an IT startup endeavor, which included social media, print collateral, and websites.
- Interviewed and **managed** a small team of communications professionals.
- Established operating procedures for entire communications department and staff.
- Strategized with corporate leadership to grow business opportunities.

### Information Designer • The Vanguard Group, Malvern, PA (2011—2014)

- Responsible for designing **user-friendly interfaces (UI)** for internal Vanguard software and web properties.
- Experience **prototyping responsive websites** compatible with **mobile** devices (iPad) and desktops.
- Conducted **usability testing** with focus groups to ensure best design is produced.
- **SharePoint 2010** customization and administration experience.

### Webmaster • German Marshall Fund of the United States, Washington, D.C. (2007—2010)

- Managed small **web and graphic design shop** supporting an international organization of 150+ employees.
- **Responsible for maintaining all GMF web properties**, including [gmfus.org](http://gmfus.org); [brusselsforum.org](http://brusselsforum.org); [transatlantictrends.org](http://transatlantictrends.org), and [halifaxforum.org](http://halifaxforum.org).
- **Designed and built websites** for conferences, surveys, and academic research.
- Responsible for **content updates, live-streaming**, and creation of multimedia galleries during fast-paced events.
- Designed **HTML newsletters** reflecting company branding and implemented **cross-browser testing**.
- Reported website metrics and **AdWord** campaign success with **Google Analytics**.

## **EDUCATION**

**University of Glasgow**, Scotland; M.A. (Honors), Russian and Eastern European Studies

**Concordia University**, Montreal, Quebec; B of FA, Computation Arts (on-going)

**Moscow State Linguistic University**, Russia: Study Exchange

**Continuing Education Certificates** in Adobe Photoshop, Flash, Dreamweaver, and CSS

## **OTHER**

**Founding Board Member of the Pottstown Children's Discovery Center**

**Volunteer Coordinator and Facebook Manager for Pottstown Democrats**

**Member of Pottstown Mayor-Elect Stephanie Henrick's Advisory Committee**

**Pottstown Democrats Committee Person (Area 1, Ward 1-1)**

**Montgomery County Democratic Committee Volunteer**

**Member of Centro Cultural Latinos Unidos**

**Member of NAACP, Pottstown Chapter**