

Professional Experience

Creative Director/Owner, Montara, CA 12/07 – Present
CreativeKick

- Designing and developing web sites for small businesses and online startups.
- Managing team of engineering resources to develop large scale projects.
- Driving business development efforts of the company to grow client base.
- Manage the testing and process optimization for various client processes.

Director of Consumer Experience, San Francisco, CA 11/06 – 12/07
PopularMedia

- Efficiently improved site experience and produce increased levels of conversion and revenue by conducting various forms of A/B and multivariate testing within our processes.
- Managed agency type design process to incorporate client brands into our templates.
- Directed the overall look and user interface of our viral marketing solution for all clients.
- Collaborated with business units to identify and execute new features to the viral marketing platform.
- Streamlined the design process of new client implementations with Operations and CSM's.

Creative Director, San Carlos, CA 03/04 – 11/06
MetaReward, An Experian Company

- Managed staff of designers/developers to create online direct response marketing campaigns.
- Developed templates, processes and tools to streamline workflow and control the development pipeline.
- Worked with business units to identify and execute direct marketing campaigns and creative strategies.
- Managed and created multivariate testing of layouts, processes and banner designs with internal tools and the Offermatica testing application, after implementing it within our network.
- Worked with media buyers to optimize creatives and processes for publisher campaigns.

Web Designer/Developer, Burlingame, CA 05/01 – 03/04
Pro Unlimited

- Managed creation and maintenance of multiple Fortune 500 client web sites.
- Initiated project request procedure and processes to control development pipeline.
- Developed marketing collateral and design/UI for online contingent staffing software.
- Developed multimedia sales tools to present Pro's services to perspective clients.
- Conducted user testing of online software and implemented changes based on the analysis.

Interface Designer, San Mateo, CA 02/00 – 04/01
Overture Services (formerly GoTo.com, currently a Yahoo company)

- Designed and implemented UI for shopping engine and account management system.
- Managed implementation process of designs from concept through launch.
- Collaborated with product managers to develop shopping products for affiliate network.
- Developed effective ad campaigns for various marketing efforts.

Senior Creative Designer, San Mateo, CA 12/98 – 02/00
Cadabra.com (acquired by GoTo.com/Overture 2/00)

- Developed site design and user interface for comparison shopping web site.
- Created entire company brand, marketing collateral and managed vendor relations
- Collaborated with Engineering on user interface for new features and technology.
- Designed banner ads and optimized campaigns based on click through rates.

Web Designer, Redwood City, CA 01/98 – 12/98
Excite.com

- Lead designer for search and directory channels, designed and produced new products.
- Conducted user testing and analyzed results for products, channel features and usability.
- Designed look and feel of the site, ad banners and user interface throughout the portal.

Technical Skills

- Adobe CS3: Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, Acrobat, InDesign
- Other: Microsoft Office, BBedit, CVS, FTP, Keynote, Quark Xpress
- Languages: HTML, CSS, Javascript, ActionScript, AJAX, JSP, XML, DHTML

Education

- Degree in Graphic Design A.A. DeAnza College
Art History, Web Design, Marketing, Design & Color Techniques, Animation, Life Drawing, Painting

Personal Achievements

- Six time All Star baseball player; invited to try out with the Chicago Cubs
- MetaReward/Experian Star Performer Award for exceptional performance and dedication