

Objective

To design beautiful user experiences that enhance people's lives.

Education

Rochester Institute of Technology, Saunders School of Business
MBA, Concentration in Technology Management
May 2006–May 2007 / GPA: 3.5

Rochester Institute of Technology, Golisano College of Computing and Information Sciences
Bachelor of Science, New Media Information Technology / Minor in French Language
September 2002–May 2006 / GPA: 3.5, Dean's List

Work Experience

Kiss Me LLC — Mountain View, CA

Freelance Designer / January–February 2008

Designed banners for the homepage of Facebook app KissMe
Decided on branding, look and feel for Facebook apps Be Mine and Be My Valentine
Designed banners for the homepages of Be Mine and Be My Valentine

Noca, Inc. — Redwood City, CA

Freelance Designer / January–February 2008

Worked on Noca's corporate branding, created slogans and designed the final logo
Incorporated Noca's brand into the design of its Facebook app OneClick Pay
Designed the logo and the "About" page for OneClick Pay

RIT Golisano College of Computing and Information Sciences — Rochester, NY

Teacher's Assistant for Web Site Design & Implementation / March–May 2007

Enhanced students' basic understanding of web and design practices
Helped students work through exercises during lab
Assisted the professor in explaining classroom concepts and in grading

RIT's Reporter Magazine — Rochester, NY

News Section Editor, Staff Writer / September–November 2006

Communicated between News Section staff and E-board multiple times per week
Assigned and edited articles and worked with writers during the writing process
Led weekly section meetings and managed section deadlines

RIT Golisano College of Computing and Information Sciences — Rochester, NY

Teacher's Assistant for Intro to Multimedia / September–November 2006

Introduced students to web standards and web accessibility issues
Helped students work through exercises during lab
Assisted the professor in explaining classroom concepts and in grading

The MITRE Corporation — Bedford, MA

User Interface Design Co-op / July–November 2005

Communicated and worked with team daily (Open Services department)
Participated in weekly design critiques with the Open Design Group
Designed paper and digital prototypes and implemented them using XHTML and CSS
Co-taught CSS and web coding practices to co-workers through weekly sessions
Participated in the department's tech talks (gave a talk and provided a speaker)

RIT Golisano College of Computing and Information Sciences — Rochester, NY
Teacher's Assistant for New Media Programming I / March–May 2005

Introduced students to ActionScript 2.0
Helped students through exercises during lab
Assisted the professor in explaining classroom concepts and in grading

The Creative Think Tank Agency — Rochester, NY
Web Design Intern / May–December 2004

Communicated and worked with clients, lead designer and creative director daily
Completed daily office tasks while working on current jobs and advertising concepts
Implemented designs into basic websites through graphics, HTML and CSS

Projects

Help Hookup Facebook Application
Startup Weekend San Francisco / November 2007

Worked with a team to create a concept and build a prototype over the span of one weekend
Communicated between designers, developers and marketers and contributed work to all teams
Currently working as the main visual designer of the application's beta version

TribeMind Studios Business Plan
Competitive Strategy / March–May 2007

Worked with client to prioritize goals, define target customers and create a mission statement
Researched in-game advertising and potential competitors of client
Worked with team to conduct a SWOT analysis and provided recommendations to client

Courses Taken

Graphical Elements of the User Experience
HCI I: Human Factors
HCI II: Interface Design
Typography
Elements of Graphic Design
New Media Perspectives (branding)
Programming for IT (intro to Java)
Digital Photography
Digital Video
Stellar Astronomy
New Media Team Project (capstone)

Foundations of Sociology
Intro to Psychology
Product & Brand Management
Project Management
Service Innovation
Marketing Concepts
American Sign Language I
Social Movements in Global Economy
Musical Arts
Environmental Geology
Competitive Strategy (MBA capstone)

Skills

XHTML, CSS, basic JavaScript, Photoshop, Illustrator, Fireworks, OmniGraffle, Visio, Flash, Dreamweaver, InDesign, Acrobat, Microsoft Office, Google Apps, FTP, Windows, OS X

user-centered design, visual design, rapid prototyping, design documentation, branding, usability testing, knowledge of web standards and web accessibility

Interests

web accessibility, psychology, education, sustainability, journalism, traveling, language, music