



Fluence

fluenceapp.com

PRODUCT DESIGNER & FRONT-END ENGINEER

NOVEMBER 2012–CURRENT

Created a visual identity for Fluence. Conducted user research and created wireframes and UX flow documents for our initial minimum viable product. Designed & built the responsive web-app mvp and worked iteratively with users' feedback to improve the experience. Designed various items including e-mail templates, landing pages, rapid-prototypes and marketing sites which evolved every quarter. Conducted a/b tests along with user research sessions. Implemented successful changes that increased sign-up conversions by over 6%.

TL:DR *UX, Wireframing, Design, Front-End Development, A/B Testing, User Research*

Obama 2012

barackobama.com

USER EXPERIENCE ENGINEER & FRONT-END DEVELOPER

JANUARY 2012–NOVEMBER 2012 (ELECTION DAY)

Managed the UX for Obama for America web products including the Call Tool, BarackObama.com and the Contribution Platform. Refined the UX of the Call Tool which led to a 14% increase in user retention and helped make the tool a staple of the campaign. Worked on optimizing the donation platform with a/b testing and user research to provide the "most advanced and user-friendly donation platform in the history of modern politics" ¹ to millions of visitors. Also helped develop the world's first "quick donate" actions and embeddable buttons.

¹ *Cite: President Barack Obama*

TL:DR *UX, Front-End Development, A/B Testing, User Research*

RevSystems

revsystems.com

DESIGN LEAD

NOVEMBER 2010–JANUARY 2012

Led a team of five designers in creating designs for web & applications. Web designs included custom Wordpress solutions, mobile-first and responsive websites, multi-national corporation websites, as well as e-commerce designs. Applications include custom web-apps, jquery ui mobile applications and iOS designs for iphone and ipad. All projects included wireframing and UX flow mapping.

TL:DR *Lead, Design, Web Design, Web Applications, Responsive Frameworks*

Hartz, Inc

hartz.com

WEB DESIGN CONSULTANT

MARCH 2010–NOVEMBER 2010

Worked on an expansive network of websites stemming from hartz.com. Handled page creation on development servers and assisted in deploying standards from development to staging and production. Designed user interfaces for web-based touts and flash-replacement interactive panels. Filmed & Edited product demos and web-based advertising for business-to-business distribution.

TL:DR *Consulting, Web, Design, CMS, Print, Production*

Rutgers University
AS Psychology, 2006–2008

Honors College
Head Photographer, RU Observer Newspaper

Kean University
BFA Visual Communications, 2008–2011

Dean's List: Fall 2008–Spring 2011