



## EXECUTIVE PROFILE

### USER INTERFACE • WEB • GRAPHIC DESIGNER

Immersed in a dynamic, fast-paced internet activity within several service and industrial sectors for more than 10 years, designing web/software applications, advertising prints, user interface, industrialized product and interactive designs. Rigorous yet creative with an attention to detail to solve diverse design issues in usability research, human-computer interaction, web infrastructure, and graphic design.

- Customize solutions through constant and effective interaction with the customer and through gaining insight into customer's industry by understanding key business issues.
- Conceptualize and implement internet presence and email marketing strategies.
- Define, optimize and maintain production techniques based on budget, logistic, time and quality constraints.
- Research, develop & maintain multiple forms of graphic media and design solutions ranging from 2-dimensional layout to 3 dimensional design.
- Provide innovative solutions and focus on maintaining high internal and external business continuity and efficient functionality.
- Manage annual budgets for multiple projects totaling \$300,000.

## PROFESSIONAL EXPERIENCE

October 2007 - Present

### Knowledge Based Management/Lloyd Register Capstone

A global leader in risk-based asset management strategies.

#### *Graphic User Interface Developer*

- Identify and solve the key design challenges in existing user interface.
- Participate in concept development, design ideation, and detailed specification of visual designs for user interfaces of Arivu™ risk-based asset management web software platform and KBM website.
- Produce design specifications, scenarios, design prototypes and documentation.
- Collaborate with clients, software developers, product manager, and researchers to refine the user experience.
- Optimize visual designs and user interface design that address business, brand, market and user requirements, including design and production of screen layouts, color palettes, typography and interface elements.
- Develop and improve performance and scalability through articulate coding using Asp.net 2.0, Ajax Control Toolkit, Component Art and CSS.

July 2001 - October 2007

### Diagnostic Systems Laboratories, Inc. A Beckman Coulter Company

A leading provider of specialty technology for reproductive endocrinology and cardiovascular risk assessment.

#### *Web & Graphic Design Specialist*

- Successfully implemented over 20 internet presence and email marketing campaigns.
- Managed \$150,000 - \$300,000 budget with over 20 publishers, 15 exhibit meetings and 10 online advertising campaigns.
- Designed and distributed over 15,000 product catalogs and listings on yearly basis.
- Conceptualized and designed instrumentation and package design from initial stage to final products with vendor's collaboration.
- Studied, designed and improved software Graphic User Interface (GUI), web-based application, object/component design, site navigation and keypad user interface.
- Multi Document Interface (MDI) application UI design - Improved information architecture, UI prototype, visual layout & graphics.
- Led initiatives to edit videos, flash animation interaction and other Interactive Multimedia Design.

## PROFESSIONAL EXPERIENCE (CONTINUED)

June 1999 - July 2001

### **MegaMania Interactive Inc.**

Website design services, ecommerce solutions, web application development and web hosting services provider.

#### *Web Developer*

- Collaborated on developing, designing, improving, and hand-coding the infrastructure of *123city.net*, a geographic local search engine.
- Established, customized & implemented internet/intranet solutions on a wide variety projects such as portal website, shopping network, coupons, message boards, bulletin boards, calendars, and photo galleries.
- Maintained and configured web server
- Designed more than 25 web base templates, 30 banner/billboard ads and 10 electronic animated greeting cards.

June 1999 - Sept 1999

### **Houston Creative Connections** (Acquired by Aquent)

A professional services firm that specializes in helping a variety of companies to make use of people, processes, and technology more effectively.

#### *Graphic Designer*

- Collaborated designs with Houston Chronicle.
- Fabricate and edit over 100 layout designs: direct mail, POS brochures and ads.
- Oversee CMYK correction and scanning.

July 1997 - June 1999

### **Silver Express Fine Sterling Silver**

A prime manufacturer of sterling silver, stone and bead jewelry.

#### *Graphic/Product Designer*

- Managed over \$75,000-\$150,000 budget related design project costs.
- Designed and published advertisements with over 15 jewelry publishers.
- Construct and manufactured any media form such as marketing presentation, catalogs, signing, ad slicks, direct mail, POS brochures, and classified ads.
- Research & develop product materials coloration ranging from displays to card design.
- Designed and maintained cost efficient model for over 10 fixtures/displays and more than 20 cards through innovative design.
- Cultivate and improve logistic manufacturing and production's process.

## TECHNICAL CAPABILITIES

### SOFTWARE

- Photoshop / Illustrator / Image Ready / Acrobat
- Dreamweaver/Flash
- CorelDraw
- QuarkXpress
- MS Visual Studios/Expression Web
- Ajax Control Toolkit/Component Art
- Office/Excel/PowerPoint

### LANGUAGE

- ASP.net 2.0 / XHTML / CSS
- JavaScript / DOM Scripting
- W3 Standard Compliance

### FUNDAMENTALS

- PHP/ .Net 2.0 / C-Sharp
- SQL Server /XML

## EDUCATIONAL BACKGROUND

1996  
Rochester, NY

Bachelor of Fine Arts  
Rochester of Institute of Technology  
College of Imaging Arts and Sciences - Department of Industrial, Interior, and Packaging

2006 Graphic User Interface - Online course : Mindleaders.com

## PROFESSIONAL REFERENCES

Available upon request.