

## SENIOR UI DESIGNER, WEB DESIGNER

Multifaceted User Interface Designer with strong expertise in designing customer-facing interfaces and responsive web and native mobile app products and ensuring the products follow brand guidelines. Actively collaborates with product managers, stakeholders, and developers to bring diverse and complex digital products to life using Agile and Scrum methodologies. Leverages mockups/comps/prototypes to foster communication and agreement between stakeholders and delivers the assets needed for effective development.

HTML | CSS | Photoshop | Illustrator | Webflow | Figma | Sketch | InVision | Dreamweaver | Adobe XD  
Drupal | Wordpress

## EXPERIENCE

**Cool Blue Interactive**, Atlanta GA

**UX/UI Contractor**, 2021-Current

Hybrid UX/UI designer creating wire frames, functional prototypes, visual design comps and style guides for a variety of clients in private sector, public sector and academia. Also content management using Drupal. Clients include Atlanta Jewish Film Festival, CDC Foundation, Cousins Properties, Empowered Health, and Georgia Tech.

**Atlanta Jewish Film Festival**, Atlanta GA

**UX/UI Contractor**, 2021

Designed and created sitemap, wireframes, mockups, and style guides in multiple viewport widths. Supported product teams, external agencies, and in-house development teams. Organized, ran, and reviewed micro-card sorting exercise to help inform restructuring of site navigation. Presented designs and rationale to internal stakeholders and clients.

**InterContinental Hotels Group**, Atlanta GA

**2007 – 2020**

**Sr. UI Designer**, 2012 - 2020

Designed and created mockups / comps and style guides in multiple viewport widths. Supported product teams, external agencies, and onsite and offshore development teams. Followed Scrum and Agile methodologies.

- **Responsive Account Management.** Art Director and lead designer for the Loyalty Member Dashboard for loyalty members to manage their accounts, points earnings, and many other functions. This is a complex multi-function application in 16 languages with a dynamic display of various elements based on diverse business-defined criteria.
- **Booking Flow SME.** Lead designer for Booking Value Stream, multi-currency and multi-lingual global booking engine. One of the major high-profile projects was the design of the “Combined Rooms/Rates” page. My design created a more customer-friendly experience by reducing steps in the guests’ booking journey by combining two steps (Select a Room and Select a Rate) into one.
- **IHG Army Hotels.** IHG Army Hotels represents a partnership between IHG and branches of the military (initially 76 hotels) to provide privatized lodging for military personnel and their families.

This project had a high level of involvement from senior executive leadership because the scope of the product was being expanded to include other military branches, exponentially boosting the scope and traffic on the site and increasing potential revenue.

- **Business Rewards.** Redesigned Business Rewards product for booking multiple rooms and guests as a responsive microsite.
- **Customer Care.** A redesign of a static-viewport site for users to submit stay- or account-related problems or feedback into a responsive site based on the Bootstrap viewports. Partnered with User Experience Architects (UEA) to identify opportunities to make small enhancements that would not adversely affect the scope or cost of the project.
- **IHG Rewards Club/Kimpton Loyalty integration.** Led the user experience discovery effort in researching and organizing the strategy for integrating the recently acquired Kimpton Karma loyalty program with IHG's existing IHG Rewards Club. This involved finding areas of overlap and redundancy that could be merged as well as identifying divergences that would need to be accounted for or discarded, working with both IHG and Kimpton colleagues to bring Kimpton Karma in-house while retaining as much as possible of Kimpton's unique brand and voice.
- **Trip Extras.** Designed a transactional page within the hotel booking flow to offer upsell enhancements to the guests' booking before payment. The project started with simply offering to add a rental car from one of a handful of partners with the anticipation of growing the scope of the offerings to include destination experiences, museum tickets, etc.

#### **UI Designer, 2007 - 2012**

Served as one of two in-house IHG visual designers. Vetted the designs from outside vendors and ensured compliance with accessibility requirements, followed brand guidelines, and were technically feasible with the corporate technological infrastructure. Developed and delivered the style guides for these projects to the front-end development teams.

- **Holiday Inn / Holiday Inn Express redesign 2009.** Adapted home page designs provided by an external agency and extrapolated the design language out to all other pages in the sites. Delivered designs as HTML and CSS to expedite the process of building and launching the sites.
- **Buttons.** Created legacy image-asset buttons for all brands/languages supported by the system.
- **Site maintenance.** Created assets, sourced stock photography, designed one-off landing pages to support marketing campaigns.

#### **ADDITIONAL RELEVANT EXPERIENCE**

**Action Capital Corporation, Atlanta GA**  
**Operations Manager**  
**Accounts Payable/Accounts Receivable**

**EDUCATION**

**Bachelor of Fine Arts, Interactive Media Design**  
Summa Cum Laude  
**Art Institute of Atlanta, Atlanta, GA**