

▪ EXPERTISE

- > Adobe applications; Illustrator, Photoshop, InDesign and Dreamweaver
- > HTML5, CSS3, LESS, JavaScript, jQuery, experience with PHP
- > Web development project tools; Jira, Confluence, Stash and SourceTree
- > Theme development; WordPress, Drupal, Modx, DotNetNuke, Moveable Type
- > Frontend frameworks; Bootstrap, Foundation, Pure, Grid 960

▪ EXPERIENCE

Graphic & Web Designer, University Relations, University of Wisconsin System | July 2012 - Present

- > Developed institutional branding style guide, and brand hierarchy guidelines for sub-brands and brand extensions
- > Created visual identities and design concepts for campaigns, and initiatives and institutional offices and groups
- > Designed and developed WordPress themes, and plug-ins based on style guide and branding requirements
- > Assisted in the development of a Web Governance Committee to oversee web policy
- > Served as an appointed member of the Web Governance Committee

Web & Print Publications Asst., Academic Affairs, University of Wisconsin System | Oct. 2008 - July 2012

- > Curated and designed web and print materials to promote initiatives and facilitate communication with constituent groups
- > Managed projects to meet publishing deadlines
- > Designed website theme for Academic Affairs website in ModX CMS

Website Redesign Project Lead, St. Bernard Parish, Middleton WI | May 2008 - Apr. 2009

- > Designed web template for DotNetNuke CMS
- > Created navigational and organizational structure for new and existing content
- > Wrote documentation and trained office staff in publishing and editing web content

Graphic Designer, Greenleaf Media, Madison WI | Apr. 2007 - Apr. 2008

- > Created graphics for print and web media, logo and icon illustration, layout and design
- > Photographed, color corrected and prepared products for promotional materials

Website & Graphics Design Consultant, Six-O-Six Design LLC, Madison WI | 2000 - Present

- > Developed marketing communications and design concepts in print and web media for organizations including; UW Foundation, Century 21 Affiliated, Atwood Publishing, UW School of Human Development and Family Studies, Sound Logic, Mary's Tailoring, Capital Point Condominiums, Wisconsin Daylily Society, Sandhill Studio, Relate Now, The CoreWeekly, Chawla Consulting, Middleton Outreach Ministry, Madison Area Open Art Studios

▪ EDUCATION

- > Associate in Applied Arts, Graphic Design, Madison Area Technical College
- > 2 Years in Liberal Studies Program, Madison Area Technical College
- > JavaScript and Drupal Development classes, Madison Area Technical College
- > Courses in Business Management, UW Madison