

Confident, ethical professional with extensive print and digital graphic design and coding experience. Capable and effective manager. Agile and detail oriented. Task Focused, creative-thinking, team player, and loyal.

Senior UX Project Manager

Signet Jewelers (formerly Zales Corporation) 2011–Present

- Complete Zales redesign October 2018
- Maintain Zales.com & PeoplesJewelers.com eComm webstores
- Work directly with print marketing to plan and complement marketing efforts for an Omni-channel customer experience
- Implement promotional transitions through multiple Digital channels: email, site updates, social, banner advertising, and site maintenance
- Lead in transitioning of site from HTML to HTML5 (CMS: GSI, 2013)
- Manage the transition to new CMS including complete site update, (CMS: Hybris, 2017)
- utilizing SEO implementations to increase traffic. Test front-end code and breakpoints to ensure cross-browser and cross-device compatibility
- Perform SEO site maintenance
- Develop Amp capabilities for faster mobile customer experiences
- Manage Online Credit network for Zales Credit by CitiBank
- Utilize database integration in webstore code
- Research industry trends and competitor websites to provide competitive cross-marketing strategies

Creative Director

Speedsoft 2000–2011

- Managed graphic designers, front-end developers, back-end coders and CMS architects to develop custom content-driven websites
- Sold services to clients: IT, web development, print design and print brokering services
- Developed wireframes and website mock-ups to ensure quality control and client satisfaction before project development phase.
- Oversaw the development of web projects to ensure scope was maintained and redrew contracts when scope changed
- Met client website development using custom CMS and graphics
- Contributed to productivity through effective supervision; performed tasks including graphic design and coding as needed to reach time-targeted goals
- Provided internet-related services to clients including website design, front-end web development, domain name registration, web hosting, search engine optimization/submission
- Redesigned the Speedsoft.com website

Freelance Graphic Designer & Web Developer 1992–Present

Workflow Tools

SOFTWARE: Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver
MS Office 360: Excel, Word, PowerPoint, Office
Camex mainframe: Ace, Breeze
CMS SYSTEMS: CheetahMail, Responsys, GSI Remote Tools, Hybris, Mad Mobile, and custom-designed CMS Systems
CODING LANGUAGES: HTML5, CSS3, JavaScript, Bootstrap

Education

HTML5 & CSS3 Certification;
 Digital Training & Design, Inc, Addison, TX; 2013.
 Tarleton State University;
 Bachelor of Art & Design,
 Technical Writing Minor.
 Cumulative GPA 3.58.
 Distinguished Student,
 Lewellen Fine Arts Scholarship
 Managing Interpersonal
 Relationships, 2019, and ENFJ-a
 on 16personalities.com

Memberships/Community Service

- Volunteer, Irving Symphony, KEDT Auction, Habitat for Humanity, Susan G. Komen, Fielder Church
- Design Committee, Houston Grand Opera
- Chairman, FACS Golf Tourney
- Mansfield Area Chamber of Commerce
- Member, Corpus Christi Advertising Federation
- Alumni Member, Gamma Sigma Sigma