



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 USER EXPERIENCE MANAGER

Signet Jewelers (formerly Zales Corporation) 2011–Present

- Complete Zales redesign October 2018
- Manage UX team for Zales, Peoples Jewellers, Gordon's Jewelers & Zales Outlet eComm webstores, Site & Promotional Updates
- 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, Redesign in 2018)
- 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
- Maintain Online Credit network for Zales Credit by CitiBank
- Utilize database integration in webstore code
- Research industry trends and competitor websites to provide

CREATIVE DIRECTOR, VP USER EXPERIENCE

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 for website development scope development for 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 MARKETING CONSULTANT

Web Development, Web and Print Graphic Design 1992–Present

WORKFLOW TOOLS

SOFTWARE:

Adobe Creative Suite 2019
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
- 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