Summary of Qualifications

Creative/Technical cost-effective “unicorn" hybrid designer/developer, from design to production to deployment

Formal training and professional experience in the theory, concepts and principles of graphic design

Award-winning web development skills founded upon current standards and practices, with emphasis on HTML/CSS/JS

Versatile in design skills and creative direction—from print, to web, to mobile, with a technical grasp of all

Front-end lead: Responsive and Adaptive Web Design & Development, User Interface/User Experience (UI/UX) Design

Self-starter and team player, with project lead/point-person and supervisorial/training experience

Strong communication skills, in person, design, and copy

Skills and Software

Software Applications: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro); Visual Studio; Sketch; Axure; Figma; Avid; iMovie; Microsoft Office (Word, Excel, Access, PowerPoint, Outlook, Visio)

Coding Languages, Responsive Frameworks: HTML5; CSS3; JavaScript; PHP; ActionScript; Bootstrap; Foundation by Zurb

Design: websites, apps, infographics, logos, business collateral, posters, postcards, playbills, signs, book covers, CD covers, magazine layouts, newsletters, brochures, ads, flyers, banners

Accomplishments

[FindTreatment.gov](https://findtreatment.gov/) federal website, English and Spanish versions *(Spanish version in development)*

APEX Awards for Publication Excellence: [2019 APEX Award of Excellence (Websites)](https://www.apexawards.com/A2019_Win.List.pdf), BOMA International

iMIS Great Things Awards: [2018 Award Winning iMIS Website](https://www.advsol.com/asi/IMIS20/resources/websites/resources/imis_websites.aspx), BOMA International

Web Marketing Association’s Web Awards: *Associations Standard of Excellence*—[2014 ASAE Annual Meeting](http://www.webaward.org/winner.asp?eid=30087), [2013 ASAE Annual Meeting](http://www.webaward.org/winner.asp?eid=20838), [2012 ASAE Annual Meeting](http://www.webaward.org/winner.asp?eid=19203), [ASAE Foundation](http://www.webaward.org/winner.asp?eid=16943), [2011 ASAE Springtime Expo](http://www.webaward.org/winner.asp?eid=16570), [ASAE Website](http://www.webaward.org/winner.asp?eid=16567); *Outstanding Website*—[2011 ASAE Annual Meeting](http://www.webaward.org/winner.asp?eid=16569)

Technology Idea Lab Leader, ASAE Technology Conference & Expo: [*Adaptive Design—The Next Generation of Responsive*](http://www.slideshare.net/tom8gem/tech2013final2-44605948) (2013 Speaking Engagement); [*Being Responsive to Responsive Web Design*](http://www.slideshare.net/tom8gem/tech2012rwd-full-jwm-44604942) (2012 Speaking Engagement)

Experience

**Hendall, Inc.,** <https://hendall.com/>

Senior Web Designer, UI/UX Specialist (12/21–present)

Lead Web Design and User Interface/User Experience (UI/UX) for federal government client BHSIS (Behavioral Health Services Information System), an agency under SAMHSA (Department of Health and Human Services > Substance Abuse and Mental Health Services Administration); [FindTreatment.gov](https://findtreatment.gov/) website — English and Spanish versions; Logo design and branding; Front-end web development; Accessibility/Section 508-compliance

**ISG Solutions, LLC**, <https://www.isgsolutions.com/>

Lead Web Designer/Developer (4/16–9/21)

Lead expansion of in-house front-end web design & development; Strategize standardization of process/workflow; Design and Develop association clients’ online/web properties; UI/UX Design; Responsive Email Design/Development; Marketing & Branding; HTML/CSS/JavaScript Development; CMS Development (iMIS/RiSE, WordPress); Accessibility/Section 508-compliance lead

**American Society of Association Executives (ASAE)**, <https://www.asaecenter.org/>

Website Administrator [Designer, Developer, Strategist] (9/10–4/16)

Design and Develop online/web properties; UI/UX Design; Web Strategies; Information Architecture (IA); Content Strategy; Social Media; Innovate new in-house capacities (e.g., Responsive Web Design lead, UI/UX lead on Ecommerce & Profile sections, HTML 5/CSS 3, jQuery, Infographics); Creative Direction; Design Conceptualization; Marketing & Branding; HTML/CSS/JavaScript Development; CMS Development (CMS-Plus, Sitecore, Sitefinity, WordPress, Joomla); Accessibility/Section 508-compliance lead

**Association of American Medical Colleges (AAMC)**, <https://www.aamc.org/>

Web Developer (6/09–7/10)

HTML/CSS Development/Formatting/Publishing, Template Development, CMS Development (CoreMedia), CMS Migration, Image Editing/Optimization (Photoshop), Information Architecture, w/ Sitemaps & Wireframes (Visio), HTML E-mails (GroupMail)

**National Head Start Association (NHSA)**, <https://eclkc.ohs.acf.hhs.gov/>

Web Designer/Developer, Desktop Publishing Designer (12/08–5/09)

Interactive Design, Web Design (Flash w/ ActionScript 2, Fireworks, Illustrator, Photoshop, Dreamweaver­), Print Design/Desktop Publishing (InDesign), HTML/CSS Development/Formatting/Publishing, HTML E-mails (MagnetMail)

Education

Center for Digital Imaging Arts at Boston University *(Washington, D.C.)*  
Certificate, Graphic & Web Design, 2008

North Valley Occupational Center *(Mission Hills, CA)*  
Certificate, Web Design, 2007

Pasadena City College *(Pasadena, CA)*  
Certificate, Video/Television/Film Production

Occidental College, *(Los Angeles, CA)*  
Bachelor of Arts, Major: American Studies, Minor: Music

*Credits for web and design work are available separately upon request*