

Dedicated Creative Designer focusing on User Experience (UX) and New Media. Extensive contribution to a wide variety of both domestic and international operations. In-depth background in designing, editing, and marketing production. Flexible, thorough, problem solver.

Experience

Director of Digital Strategy, Web Development, UX and Creative

Mitel - Dallas/Fort Worth Area

Feb 2013 – Present

Digital Strategy - Responsible for leading Digital Marketing and Demand Generation strategy for a global, \$1B, business communications leader. Manage creative team and content marketing team to generate assets responsible for an engaged digital experience.

Web Development - Ownership and management of global website, user experience and content marketing strategy including, all digital marketing assets. Led Drupal development team to create international website in 2013 and improved lead acquisition by 400%.

Creative Direction - Lead creative design team responsible for global brand development and execution. Recently led the launch of the #NewMitel re-brand campaign. Designed and developed ad copy for digital campaign that reached \$138M people and a print campaign published globally in the Wall Street Journal, The Globe and Mail, Handelsblatt and Le Temps.

UI/UX Design Specialist and Creative Consultant

Universal Laser Systems - Scottsdale, AZ

Nov 2009 – February 2013

Used business objectives, technology and customers to improve the creative experience. I oversaw and executed concepts, designs and programming of visual solutions for web pages, digital devices, software products, interactive tools, and product development.

Created a strategic marketing plan involving PPC, SEO, online advertising, e-mail marketing, landing pages and other creative web site marketing techniques.

Architect innovative web-based business systems to improve lead quality, expedite sales opportunities, and upgrade business productivity.

Built and managed databases for leads, dealers, web site content, and back-end user portals.

Devised and erected a web ecosystem to translate web site into 12 different languages and market those Languages in their respective countries.

Co-founder/Art Director

Reklis Design Group - Phoenix, Arizona

March 2004 – November 2009

Reklis Design was started to create marketing strategies for small to medium size businesses. These strategies included; corporate identities, marketing materials, advertising materials, and web site design. We received recognition on best web designs in the world, from bwdow.com. Provided marketing tools for small to medium size businesses with high-pressure deadlines. Engaged and managed outside developers, photographers and videographers to create business systems for more complex web sites.

Education

The Art Institute of Phoenix

Bachelor of Arts Degree, Graphic Design

2000 – 2003
