

## professional experience

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### **HUGEish, Fairhaven, MA** • *January 2013 – Present*

independent freelancer

Solo freelancer working directly with clients or brought in to work as part of a remote team. Working as a solo freelancer, I specialized in custom WordPress design, development, taxonomy/IA structure and SEO optimization as well as visual branding. As part of a larger team I had the opportunity to work on UX/UI projects, Human-Centered Design mapping, persona and customer journey mapping, custom Shopify rebuilds, and product information management (PIM) data planning.

**Latest clients:** Zenda Consulting, NYC; Go Clean Credit, Chandler, AZ; Rev7, Spearfish, SD;

### **Rev7, Spearfish, SD** • *June 2019 – Present*

lead designer • independent contractor

Working on a distributed team specializing in custom Shopify solutions for clients as well as our own e-commerce marketplace. Being the sole UX/UI/Designer, I've worked on and led various projects and deliverables from: customer journey mapping, persona building, site architecture, organization, and taxonomy optimization, site migration planning, product information management planning, web design, UI design, visual branding, site audits and recommendations.

### **Woods Hole Oceanographic Institution, Woods Hole, MA** • *April 2010 – January 2013*

print & multimedia designer / art direction / illustrator

Lead designer for *Oceanus Magazine*, a biannual oceanographic outreach magazine. Working together with the editorial staff, I led the magazine's redesign effort, contributed custom illustrations and infographics, and collaborated with the staff photographer with art direction for photo shoots.

In addition, I worked on various projects around the Institution to include: kiosk design, exhibit center installation design and illustrations, public event promotion and collateral design, custom illustrated presentations and co-designed the Institution's updated wordmark and brand standards.

### **Carol McLeod Design, Mashpee, MA** • *November 2008 – April 2010*

print & web design / illustration

Assigned various projects to include: website design, custom illustration, direct mailers, ads, T-shirt artwork, and television commercial concepts including animation concepts.

## online portfolio

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<http://hugeish.com>

## education & certifications

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### UX Certification, Interaction Design Specialty (UXC# 1040280)

Nielsen Norman Group

October 2020

- *UX Basic Training*
- *Interaction Design: 3-Day Course*
- *Emerging Patterns in Interface Design*
- *Analytics & User Experience*
- *Persuasive & Emotional Design*

### Bachelor of Fine Art, Graphic Design/Letterform

University of Massachusetts Dartmouth,  
North Dartmouth, MA

May 2008 –*Summa Cum Laude*, GPA 4.0

## skills & software

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Expert in Adobe InDesign, Illustrator and Photoshop; Experienced in Adobe XD, Sketch, and Figma. Frontend Web Development: HTML and CSS; WordPress & Shopify; Microsoft Office. Experience with PHP within the WordPress environment.

Proficient in offset and digital printing production, working with remote teams, and project management.

## military service

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### 267th Combat Communications Squadron, Otis ANGB, MA

#### 104th Communications Flight, Westfield, MA

Massachusetts Air National Guard 2002–2008

*E5 - 3C271 Communications-Computer Systems Control*

Operates, monitors, secures, and controls the physical, data link, network, and transport layers of garrison and tactical Communications-Computer Systems (C-CS) encompassing local and wide area networks, end-to-end telecommunications and circuit switching systems, long-haul transmission, and the global information grid.

- *Awarded Airman of the Year*
- *Additional Duties: Unit Career Advisor*
- *Held Top Secret Security Clearance*