

Professional Experience

Creative Director/Owner, Montara, CA 12/07 – Present
CreativeKick

- Designing and developing web sites and marketing campaigns for small businesses and online startups.
- Strategize marketing campaigns from design to implementation and testing for optimal processes.
- Managing teams of domestic and international engineering resources to develop large scale projects.
- Manage the testing, process optimization and creative revisions for various client processes.
- Driving business development efforts of the company to grow client base.

Founder/CEO, Montara, CA 12/07 – Present
StuVu.com

- Designed and developed full featured college student review web site from conception to launch.
- Worked with copywriters to create strong SEO content for education center and student blog.
- Managed online SEM campaigns to increase traffic and usage of the site.
- Effectively implemented SEO procedures resulting in a top 4 ranking on Google for major keywords.
- Managed site promotion and communication through all major social networks and tools.
- Created iPhone/Android app to calculate students chances of acceptance to any college.

Director of Consumer Experience, San Francisco, CA 11/06 – 12/07
PopularMedia

- Improved site process, increased conversion and revenue conducting A/B and multivariate testing.
- Managed agency type design process to incorporate client brands into our templates.
- Directed the overall look and user interface of our viral marketing solution for all clients.
- Collaborated with business units to identify and execute new features to the viral marketing platform.
- Streamlined the design process of new client implementations with Operations and CSM's.

Creative Director, San Carlos, CA 03/04 – 11/06
MetaReward, An Experian Company

- Managed staff of designers/developers to create online direct response marketing campaigns.
- Developed templates, processes and tools to streamline workflow and control the development pipeline.
- Worked with business units to identify and execute direct marketing campaigns and creative strategies.
- Managed multivariate testing of designs and processes with the Offermatica platform and internal tools.
- Worked with media buyers to optimize creative and processes for publisher campaigns.

Web Designer/Developer, Burlingame, CA 05/01 – 03/04
Pro Unlimited

- Managed creation and maintenance of client sites & initiated request procedures for development pipeline.
- Developed marketing collateral, design/UI and sales tools for online contingent staffing software.
- Conducted user testing of online software and implemented changes based on the analysis.

Interface Designer, San Mateo, CA 02/00 – 04/01
Overture Services (formerly GoTo.com, currently a Yahoo company)

- Designed and implemented UI for shopping engine and account management system.
- Managed implementation process of designs and effective ad campaigns from concept through launch.
- Collaborated with product managers to develop shopping products for affiliate network.

Senior Creative Designer, San Mateo, CA 12/98 – 02/00
Cadabra.com (acquired by GoTo.com/Overture 2/00)

- Developed site design, user interface and optimized creative campaigns for comparison shopping web site.
- Created entire company brand, marketing collateral and managed vendor relations
- Collaborated with Engineering on user interface for new features and technology.

Web Designer, Excite.com | Redwood City, CA 01/98 – 12/98

Designer, Ziff-Davis Events | Foster City, CA 08/96 – 01/98

Technical Skills

- Adobe CS: Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, Acrobat, InDesign
- Other: Microsoft Office, BBedit, CVS, FTP, Keynote, Quark Xpress
- Languages: HTML, CSS, Javascript, ActionScript, AJAX, JSP, XML, DHTML, WordPress

Education

- Degree in Graphic Design A.A. DeAnza College
Art History, Web Design, Marketing, Design & Color Techniques, Animation, Life Drawing, Painting

Personal Achievements

- Six time All Star baseball player; invited to try out with the Chicago Cubs
- MetaReward/Experian Star Performer Award for exceptional performance and dedication