

## EXPERIENCE

### December of 2016 – Present

#### Senior Designer – PlayStation® | PlayStation™Vue | Los Angeles, CA

- Design and maintain the PlayStation™Vue commerce flow user interface with scalability for all complex package offerings on the gaming console and Amazon Fire TV
- Collaborate with development and engineering teams to ensure the design and functionality in the commerce flow is accommodating to the user's needs and expectations
- Conceptualize and execute creative assets for customer facing initiatives including network programming promotions, product features, and user educational campaigns
- Proactively collaborate with Strategy, Marketing, and Operation teams, to devise creative solutions that will facilitate business goals and highlight product benefits and features
- Oversee alignment of creative initiatives within the PlayStation™Vue product including: the electronic programming grid, in-app messaging, and Interstitial screens

### February of 2015 – December 2016

#### Production Designer – PlayStation® | PlayStation™Vue | San Mateo, CA

- Frontline contact with the TV networks to manage all film and series key art for the PlayStation™Vue product, including program branding, and logos
- Designed custom graphics to support programming and marketing initiatives
- Designed and maintained key areas of the customer sign-in/on boarding process of the product
- Optimized featured key art for various platforms and devices including PlayStation®4, iOS, Google Chrome, Roku, Amazon Fire TV, and PlayStation® Website
- Proactively monitored and reported online publishing performance, driving improvements and efficiencies in format and deliverability throughout the process
- Created and managed process documentation as well as partner design standard/playbooks
- Coordinated with internal stakeholders to produce timeline deliverables

### June of 2012 – February of 2014

#### Senior Interactive Designer – TVGla Digital Agency | Marina Del Rey, CA

- Developed rich media executions to specification including, motion graphics
- Created award-winning marketing campaigns of rich media content including, banners, ad page takeovers, 15-30 second spots for theatrical clients, and social applications
- Assisted the Production Supervisor with asset organization, disbursement, and deployment
- Interpreted media plans in order to manage and prioritize execution deadlines for publishers
- Created micro-sites for mobile devices including wireframes to fully developed content pages
- Optimized client assets before the initial phase of production and maintained the asset library

### August of 2008 – June of 2012

#### Interactive Designer – Palisades Media Group | Santa Monica, CA

- Created and developed takeovers and re-sized rich media units for Double Click, Point Roll
- Conceptualized and designed storyboards for client pitches
- Assisted the Production Supervisor with asset organization, disbursement, and deployment

## SKILLS

### Industry Knowledge

User Experience  
Visual Design  
Video Editing  
Motion Graphics  
Digital Marketing  
Brand Development  
Photography

### Applications

Sketch  
Invision  
Axure  
Adobe Creative Suite  
HTML5  
CSS  
jQuery  
Cinema 4D

## EDUCATION

### 2004–2008

Los Angeles, CA

Otis College of Art & Design  
B.F.A in Communication Arts  
Graphic Design