



EXPERIENCE:

Hyatt Hotels Corporation | Sep. 2014 » Oct. 2016

Visual Designer, User Experience

- Visual Design Lead for Hyatt's first in-house [iOS](#) and [Android](#) Apps.
- Developed Hyatt's system of app standards, specs and asset template libraries.
That system became the default point of reference for Product, UX, BA and Dev teams.
- Designed Hyatt.com's responsive [header, footer and navigation](#) across breakpoints.
- Designed & CSS Prototyped site templates for Hyatt [Ziva](#), [Zilara](#) and [Centric](#) property sites.
- Proposed and Designed Hyatt's [favicon](#) and evangelized digital native visual branding.

Bookoo Inc. | Dec. 2012 » Sep. 2014

Lead User Experience & Brand Designer

- [Responsive redesign](#) of [bookoo.com](#)
- Developed Bookoo's responsive transactional, marketing, and alert [email templates](#).
- Designed Bookoo's [logo](#) and adapted for use across media including app and favicon.
- Designed UI prototypes and user flows of venture products for patent submission.

OfficeMax Inc. | Dec. 2008 » Dec. 2012

Sr. Website Interface Designer, eCommerce Usability & Design

- Implemented OfficeMax's first ESP-based email marketing template system
- Developed master [email templates](#) for OMX's 3 divisions: Officemax, Contract, Reliable.
- Designed/developed '[10 holiday email](#), the most profitable email of the year.
- Designed/developed '09 holiday, [Black Friday/Cyber Monday](#), eCommerce strategy.
- Co-produced OfficeMax weekly home page, banners, email marketing & landing pages.
- Co-designed and executed redesign and production for officemax.com 2009 relaunch.

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PREVIOUS EXPERIENCE

Interactive Designer & Principal	Jim Curry Design	Nov. 2004 » Dec. 2008
Graphic Design & Pre-press	Color Graphics Inc.	Oct. 2003 » Nov 2004
Creative Director	DeepOutdoors Inc.	Sep. 2002 » Apr. 2003
Art Director & Graphic Designer	Emery Group Advertising	Nov. 2001 » Sep. 2002
Interactive Graphic Designer	Art of Science	Aug. 2001 » Nov. 2001

EDUCATION

Bachelor of Fine Arts: Graphic Design | Fort Hays State University | 1995 » 2000



SKILLS

UX

Scenarios & Stories	★★★★★
User Research	★☆☆☆☆
Information Architecture	★★★★★
Wireframes	★★★★★
Prototypes	★★★★★
Interaction Design	★★★★★

UI

Visual Design	★★★★★
Graphic Design	★★★★★
Style Libraries	★★★★★
Specification Libraries	★★★★★
Layouts	★★★★★
Typography	★★★★★
Iconography	★★★★★
Color	★★★★★

Front End Dev

HTML	★★★★★
CSS	★★★★★
Javascript	★☆☆☆☆
PHP	★☆☆☆☆

Standards/Methodologies

Google Material Design	★★★★★
Apple HI Guidelines	★★★★★
Mobile First Responsive	★★★★★
UI in an Agile Environment	★★★★★
Lean, MVP, Iterative Design	★★★★★

Tools

Sketch App	★★★★★
Zeplin.io	★★★★★
InVision	★★★★★
Photoshop	★★★★★
Illustrator	★★★★★
JIRA	★★★★★
Email ESP's	★★★★★

Languages

English	★★★★★
Spanish	★★★★★

Corporate Design

Identity	★★★★★
Branding	★★★★★