



Designer & Illustrator
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I strive to bring art and design into every aspect of my life and those around me, through UI/UX, graphic, print, clothing, interior, and lifestyle design.

Weather Underground
 the Weather Company,
 an IBM company
 Dec 2013 - current

Design Manager,
 Product & Communication Design
 Product Designer

As the manager of the Product and Communication Design Departments, I was responsible for ensuring the visual identity of WU across all products both web and apps. I created a Communications department so that WU could hire writers and producers of content. I was responsible for the day to day management duties of a department, I have experience of managing up to 6 people across two departments within Weather Underground Design group. I started monthly meetings with the full design department to discuss problems a designer was having and had a short couple hour design sprint, and helped host company wide Design-athons. I also created a fund for designers to take new classes and go to conferences.

As a product designer, I worked on redesign of Wunderground.com to create a responsive website with a strong visual brand, easy to read data vis, and user experience throughout the site. Since the redesign WU traffic has increased every year and we've built a larger loyal user base. Another major project I lead was redesigning the radar products across all WU properties in order to ensure the best clarity around our radar products, creating a better user experience and focusing on the best way to display weather data on maps. I also have experience in designing interactive mapping experiences, working on our specialized radar app, and data visualization of IOT sensors.

In addition to UI/UX design I created content for WU to help create more brand awareness and knowledge behind the science of weather, this included illustrations for weather posters, articles, and internal and marketing materials.

I have also been involved in many projects with our parent company, Weather Channel. From working on graphics for a WU branded show to helping with rebranding projects.

PureRED Creative
 Feb 2012 - Dec 2013

Graphic Designer
 Illustrator

While at PureRED I was able to work on many projects including, designing the 2012 Safeway Holiday look, creating photoshop actions, custom brushes, and illustrations for their "Chalked" look which was displayed on instore signage, web, and their circulars. I also created tutorials for our design team and taught how to create lifelike but editable chalk illustrations and typography, editable being the key element. Another large project I led was designing the look and feel for the entire Nike Women's Marathon 2012 with Safeway as the second sponsor. This included design of a reusable bag for the participants, signage, illustrations for the stretching tent, a large hamster wheel to run in, and a photo backdrop for after the race.

In addition to those projects I worked primarily in print design using Illustrator, InDesign, and Photoshop. I also worked on web projects, including wordpress, and php, and web advertisements. Clients I have designed for include: Safeway, Dollar General, Sears, BuyBuyBABY, Orchard Supply Hardware, and Michael's Craft Stores

Select Freelance Clients

SailDrone June - September 2016 UI/UX Designer
 Currently freelancing design for the startup SailDrone. Creating a robust backend experience that helps scientists and the SailDrone team release fleets of drones into the water to gather information.

Callie Maidof, Ph.D. April - May 2016 Map Designer
 Helped Ms. Maidof create mapping visuals for her publications on boundaries within Israel-Palestine. This included designing around her own research data and using data from OCHA and the UN.

Skills & Expertise

Design: Sketch for prototyping and wireframes, Invision App, Adobe Experience Design, InDesign, Photoshop, Illustrator, Mapbox
 Code: HTML, SCSS, Python, & PHP
 Everything else: Team Management, Event organization, Slack, Jira, Google Docs, Microsoft Office, screenprinting, hand-lettering, illustration, film & digital photography (with RAW image processing), sewing, music, and loving adorable puppies.

Education

College For Creative Studies, 2008
 Bachelor in Fine Arts with honors
 Concentration in Illustration and Graphic Design

Penn State, 2015
 Certificate in GIS, Maps and Geospacial Design

Professional references available upon request