

Skills Summary

- Experience in Web Development, UX/Web Design and Information Technology, working on cross functional teams in a deadline driven, project oriented environment.
- Well versed in user centered design process from inception to launch.
- Architecture - defining site structure, navigation, and page layouts by creating sitemaps and wireframes, and managing content inventories.
- Usability Testing - building functional prototypes and writing test scenarios and questions.
- Business Analysis - gathering functional business requirements based on information gathering sessions with stakeholders and program owners.
- Experience in both Waterfall and Agile development methodologies.
- Strong leadership and communication skills.

Experience

Realty.com Deerfield Beach, FL November 2016-February 2017
Usability Architect | UX Designer

- Designed front end user experience including wireframes and visual design
- Created flows for mobile UI
- Created branded pages for advertising partners

Good Clean Vapes Delray Beach, FL October 2013-Present
Founder

- Created branding and designed brick and mortar layout
- Designed and developed corporate website and mobile application
- Created and deployed marketing campaigns through social media and print flyers
- Created management infrastructure in the retail location
- Expanded the business to include five locations
- Built out a warehouse for receiving orders and store product fulfillment

Experience

Office Depot - eCommerce Boca Raton, FL July 2012-January 2015
Usability Architect | UX Designer

- Drive innovation and take business requirements completely through the development lifecycle, from wireframes to prototypes to pixel perfect comps.
- Implemented Paypal payment method for retail website and mobile (iOS, Android)
- Implemented Gigya social login on retail website
- Implemented simplified registration
- Architected shopping cart redesign including mixed mode on retail website
- Lead user research, usability and A/B testing to help improve applications through every stage of the product lifecycle.
- Responsible for interviewing and mentoring UI developers and UX Architects

Homes Media Solutions Boca Raton, FL September 2006-July 2012
UI Developer

- Team lead responsible for training, organizing, and managing.
- Designed and launched www.remax.com mobile version
- Launched current IDX implementations of www.coldwellbanker.com and www.century21.com, and continue to manage steady state enhancement requests and maintenance
- Maintain www.remax.com, www.era.com and www.homes.com
- Creation of unique G.U.I. Designs for company clients.
- Design concepts focus on blending client usability, user self-customization, dynamic data incorporation and fluid expansion capability.
- Programming of site designs and controllers for dynamic data integration
- Managed implementation and migration of completed sites from local directions to testing servers for QA processes and then finally staging on public servers
- Expert in developing cross-platform/browser-compatible production-ready solutions
- Managed testing of finalized sites for stability and work load performance.