



ABOUT

I believe that user-centered design is more than just a practice, it's a state of mind. Throughout my career I've strived to find that perfect place where users' needs and business objectives coexist, to create great experiences that drive business success.

SKILLS

User interface design
Rapid prototyping
Wireframing
Interaction/motion design
Design systems
User flows
Paper sketching
HTML5 + CSS3

TOOLS

Sketch
Adobe XD
Figma
Adobe Creative Cloud
Invision / Invision Studio
Zeplin

EXPERIENCE

Principal Design Consultant, John Cortese Design

Jan 2008 – Present

Led and collaborated in UI/UX design and customer experience design for clients including The Kraft Heinz Company (2008), Rutgers University (2009), Soar Therapy (2014), Takara Belmont Beauty (2014), Honeywell (2017), Exelon Energy (2019), the Benchworks agency (2019), and more.

UI/UX Design Lead

May 2020 – Present

CSC Global (Wilmington, DE)

End-to-end design lead creating B2B web applications for major corporations, law firms and financial institutions. Established UX/UI design standards, including development of our design system, for all web applications across CSC's flagship business vertical, Corporate & Legal Services.

Design Lead (Consultant)

Jan 2020 – May 2020

Precision Global Consulting (Pennington, NJ)

Co-led a team of designers at a well-known financial institution. Collaborated with Business Analysts, Product Owners, Stakeholders, and Tech Leads to plan, design, build and launch enterprise software applications in the Wealth Management line of business.

Sr. UI/UX Lead (Consultant)

Nov 2019 – Jan 2020

Photon/Nature's Way (New York, NY)

Lead Designer on a small team which included Business Analysts, Creative Director, and offshore resources. Utilized agile process to collaboratively partner with Product Owners, Stakeholders, and Tech to plan, design, build and launch phases of the Nature's Way e-commerce website redesign.

Sr. Digital Art Director

Aug 2017 – April 2019

MRM//McCann Princeton (Princeton, NJ)

Design Lead on health brands within GSK's respiratory portfolio. My team, including client stakeholders, collaboratively designed and developed digital products ranging from websites to sales-driven tablet presentations. Participated in the research process to uncover key insights that increased customer awareness and engagement. Implemented and fostered adoption of design tools such as InVision and Adobe XD into design and feedback process.

Creative Director

April 2016 – June 2017

Sharecare (Jersey City, NJ)

Led product development and visual design for a range of digital health marketing and social media platforms engineered for consumer engagement. Employing the agile process, our CX team quickly designed, tested, and iterated on multiple consumer products including customer flows, education centers, and patient activation tools. Led the transition of our CX team from Photoshop to a Sketch/InVision workflow.

Digital Art Supervisor

June 2014 – April 2016

Health4Brands Chelsea (New York, NY)

Led patient and physician-focused consumer experiences at tactical and strategic levels, across holistic ecosystems for several major health care brands at this award-winning HAVAS agency. Led the effort to incorporate rapid prototyping techniques into the design process. Managed 4-person design team which supported multiple clients, including: Sanofi-Genzyme, Bristol Myers-Squibb, Alcon, and Teva Pharmaceuticals, among others.



EXPERIENCE (continued)

Sr. Art Director

Aug 2013 – March 2014

Flashpoint Medica/DDB (New York, NY)

Design Lead for a major health care client at this multiple-award-winning agency, including experience strategy and design, future-state design, and new business. Managed and mentored 2 junior art directors. Worked with clients to uncover key insights that effectively inspired brand strategies and marketing tactics .

UI Designer/ Digital Art Director

Nov 2009 – July 2013

Rosetta (New York, NY + Princeton, NJ)

Led the design of mobile apps, digital sales aids and website projects. Collaborated with the team to define UX, strategy and tech. Managed and directed junior designers, freelancers, and interns.

Creative Product Lead

March 2007 – June 2008

Ascendia Brands, Inc. (Princeton, NJ)

Created and designed consumer health and beauty products for brands such as Mr. Bubble, Baby Magic, Binaca, Mr. Bubble, Calgon™, and the Healing Garden. Responsibilities included product engineering, package design, and B2B and B2C experiences. Managed 2 designers and freelance staff.

Sr. Designer

April 2006 – March 2007

Topps Company (New York, NY)

Designed trading cards, posters, collectibles, and other consumer entertainment products for this beloved sports and entertainment company.

Visual Designer

June 2004– April 2006

MRM//McCann (Princeton, NJ)

Executed visual design and layout for variety of strategic customer segments within major clients including Budget Rent a Car, RCN Telecommunications, Johnson & Johnson, and Medco Health. Collaborated with teams that included strategy, creative directors and client directors.

EDUCATION

The College of New Jersey

B.F.A. Graphic Design Program

2000 - 2004

CERTIFICATIONS

Become a UX Designer from Scratch (Interaction Design Foundation)

UX Design- From Beginner to Professional UX Designer: 4-in-1 (Udemy)

Coding for Designers – HTML5 & CSS (Aquent Gymnasium)