

- 15+ year experienced designer, with an exclusive style that blends stylistic intelligence, freehand illustrations, balanced composition, edgy copy, vivid color, and humor with traditional graphic design methodology
- Polished presentation builder and delivery expert, fostering and developing existing and new clients
- Creative problem solver, using keen instincts and organization relationships
- Brand strategist, helping clients to focus and organize a cohesive identity and message
- User interface experience designer, with an emphasis on mobile and desktop applications
- Seasoned iconographer, focusing on minimal creativity and a prominent attention to brand
- Visual Web designer, specializing in high-end image generation
- Proficient in rapid prototyping, storyboarding and wireframing
- Offset and digital printing expert, with a strong emphasis on advertising layout and copy
- Skilled in Adobe Photoshop, Illustrator, Dreamweaver, Microsoft PowerPoint, and many more

## Experience

### Western Digital (WD)

*Senior UI Visual Designer*

December 2008 - Present

- Responsible for the company's visual design style and production for all software programs
- Authored the company's first software visual style guide
- Creator of high-level interface concepts and wireframes for mobile, desktop, and web applications

### OpenGrid, Inc.

*Senior Designer*

January 2000 - May 2002

- Provided creative design and execution for both online and offline communication vehicles, including e-mail, print advertising, banners & slates, jump/splash pages, collateral, media kits and promotional materials
- Visual design lead and production of a number of mobile applications

### DVDPlay, Inc.

*Creative Director*

February 2003 - November 2008

- Monitored overall company daily creative quality and integrity and was responsible for the overall look and feel of the company brand, product, and collateral
- Initiated, designed, produced and led numerous multi-media projects for offset and digital print production, web and UI design, and key high-level investor and executive presentations

### Microsoft

*Web Design Lead*

April 1999 - January 2000

- Created and produced graphic web kits for local merchants, such as personal websites, and banners
- Specialized in rapid prototyping and on-the-fly sketching

## Significant

- Editorial cartoonist, work was featured in a number of local newspapers
- Wrote, illustrated, and published a children's book, available on Amazon.com

## Education

BFA Graphic Design with a minor in Sociology  
California State University, Fresno  
1989 - 2004