

Senior Web Content Editor & Visual Design Professional Profile

Dynamic and versatile Senior Graphic Designer with extensive experience in producing polished infographics, presentations, and visual materials to enhance audience understanding.

Proven ability to collaborate cross-functionally to establish cohesive messaging across promotional channels, fostering brand identity. Adept at conceptualizing and delivering high-quality graphics, illustrations, and multimedia content for digital platforms. Skilled in strategizing and executing social media content scheduling and curation, leading to increased engagement and brand visibility. Instrumental in conducting evaluations of web content to ensure precision, timeliness, and accessibility compliance, as well as assisting in web content accessibility initiatives. Proficient in creating graphics and multimedia packages for cross-platform use, including social media, and orchestrating photographic coverage for events. Known for delivering engaging presentations to effectively engage with communities and stakeholders. Currently seeking renewal of Department of Defense (DoD) Top Secret Clearance.

Core Competencies

- End-to-End Project Management
- Content Management Systems (CMS)
- Visual Communications
- Team Leadership & Collaboration
- Digital Media Production
- Web Responsive Design & Interface
- User Experience (UX) Design
- Search Engine Optimization (SEO)
- Web Design & Development
- Content Strategy & Planning
- Social Media Management
- Marketing Communications

Professional Experience

Prince William County Dept. of Economic Development, Gainesville, VA
Sr. Graphic Designer / Communication Specialist

2018 to Present

Produce polished infographics, presentations, and visual materials to enhance audience understanding. Collaborate cross-functionally to establish cohesive messaging across promotional channels, fostering brand identity. Conceptualize and deliver high-quality graphics, illustrations, and multimedia content for digital platforms. Strategize and execute social media content scheduling and curation, collaborating with marketing teams. Develop engaging assets for social media campaigns, ensuring alignment with brand aesthetics. Conduct evaluations of web content to ensure precision, timeliness, and accessibility compliance. Assist in web content accessibility initiatives and troubleshoot common issues. Create graphics and multimedia packages for cross-platform use, including social media. Orchestrate photographic coverage for events with planning. Deliver presentations to engage with the community and stakeholders effectively. Plan and execute events and meetings, ensuring seamless coordination. Write speeches to communicate departmental objectives with clarity and impact.

- Directed the strategic management of social media platforms by curating captivating content calendars, scheduling posts, and orchestrating collaborative campaigns to boost brand visibility and engagement.
- Amplified brand visibility and engagement by **15%** and **25%** respectively by orchestrating a marketing blitz, including social media assets and website enhancements, that elevated brand recognition and online interaction.
- Cultivated a visually arresting and harmonized brand experience for all audiences by applying robust visual communication principles, such as typography and grid-based design.
- Upheld brand integrity across digital landscapes through design execution and style guide adherence.

All Native Group, Inc. | DOD TS Clearance

2017 to 2018

Senior Web Content Editor & Graphic Designer | Pentagon's Washington Headquarters Services, Corporate Office

Partnered closely with clients to grasp project objectives and translated them into visually striking designs spanning multiple platforms, which ensured cohesive communication and consistent messaging across all mediums. Executed SEO tactics and analyzed data to enhance website visibility and drive user engagement across diverse platforms. Facilitated the timely and precise dissemination of updated content for various customer directorates, ensuring swift and accurate information distribution. Provided

guidance and constructive feedback to a colleague, empowering them to adhere to branding standards and industry best practices, which cultivated a culture of consistent, high-caliber visual communication within the team.

- Oversaw the development of captivating website content, prioritizing brand coherence and user-centric design principles for an optimal browsing experience.
- Employed Drupal CMS and AFPIMS to uphold the accuracy/consistency of web content, ensuring a seamless user experience.
- Contributed to the creation of an engaging Intranet newsletter and developed compelling digital graphics specifically tailored to Pentagon-related content.
- Served as an integral part of the event planning team to provide essential support for various marketing initiatives surrounding Pentagon events.
- Event Planner: Played a key role in organizing the commemoration of the Pentagon's 40th anniversary, including assisting with photography and videography to capture memorable moments and enhance event documentation.

NetworkRunners, LLC. Sterling, VA

2017 to 2017

Senior Web Interface & Graphic Designer

Created captivating and responsive user interfaces (UIs) that prioritize seamless user experiences. Led the charge for a user-centric design ethos, crafting projects that enthrall users with compelling narratives. Developed clear diagrams, site maps, storyboards, and detailed functional specifications to ensure a smooth user journey from inception to completion. Adopted a design thinking approach to address intricate user experience (UX) challenges, leveraging advanced design theories and concepts to innovate solutions that enhance user satisfaction and usability.

- Cultivated collaborative atmospheres by maintaining transparent communication with clients, senior management, and project team members, ensuring alignment and satisfaction across all stakeholders.
- Expanded beyond UI development, applying expert graphic design principles (aesthetics, composition, typography, color theory) to invigorate user interfaces and deliver visually captivating experiences.
- Implemented state-of-the-art technologies (HTML5, CSS3, Bootstrap, Angular Material) to drive the visual overhaul of web applications for Fort Belvoir (DoD Contract), leading to a substantial growth in user engagement.

Edge Source, Inc., Arlington, VA

2015 to 2017

Senior Web UI/UX & Graphic Designer (Worked Onsite For Foreign Service Institute – US. Dept of State)

Directed and mentored cross-functional teams and designers through a comprehensive overhaul of 24 Foreign Service Institute web applications. Conducted thorough user research and introduced pioneering UI/UX designs, prioritizing usability and user satisfaction. Utilized a user-centered methodology by conducting QA usability testing and soliciting user feedback to pinpoint areas for design and functionality enhancement. Led the charge for accessibility by conducting regular Section 508 compliance checks, analyzing reports, and initiating JIRA tickets to rectify potential accessibility issues. Collaborated in real-time to suggest layout and font size adjustments, optimizing user experience across diverse devices and languages.

- Introduced ASP.Net and WordPress the primary platform for all **24** applications, ensuring ease of use for content editors and facilitating efficient website updates.
- Implemented cutting-edge technologies and innovative UI/UX design principles to craft user-friendly and visually captivating web experiences, ensuring compliance with best practices and WCAG accessibility standards.
- Achieved a **20%** surge in user engagement as a direct result of the user-centered approach employed.
- Managed FSI applications to provide comprehensive support and undertake the redesign of **24** applications to ensure compliance with government accessibility regulations.
- Aligned web apps with cutting-edge technologies and ensured compatibility across various internet/intranet browsers.
- Conducted rigorous Quality Testing to guarantee the user-friendliness and responsiveness of all web application features, catering to the diverse needs of both internet and intranet users.

MKGCS, Inc. (DOD TS Pentagon Gov. Contractor) Herndon, VA
Senior User Interface Software Designer

2009 to 2014

Implemented a user-centered approach across all projects, conducting thorough user research and analysis to understand target audience needs. Demonstrated strong commitment to accessibility by conducting regular 508 compliance checks and analyzing reports. Identified and communicated potential accessibility issues via JIRA tickets, collaborating with development teams to implement enhancements and ensure adherence to Section 508 standards, thereby ensuring inclusivity and compliance with government regulations.

- Spearheaded the successful delivery of innovative web design solutions across **50** projects.
- Translated insights into user-friendly web applications through wireframes, site maps, storyboards, and detailed functional specifications, resulting in a **20%** increase in user engagement for a specific project.
- Led the design and development of **15+** secure government web applications, including internet, intranet, and top-secret websites (Tour of Duty, MOBCOP, MDIS, DAMPS-CTCS, MMS, and DAMPS-OCOIND).
- Oversaw the entire proposal lifecycle for **85+** projects, from design to delivery of graphics, covers, and presentations; achieved a **95%** on-time delivery rate and surpassed client expectations.
- Proposed and executed **3+** unique design approaches per project, ensuring tailored solutions for each client.

Freelance Experience

- Authored a variety of illustration books, puzzles, and interactive activities aimed at promoting learning and sparking imagination in children.
- Developed engaging coloring books for children, stress-relieving options for adults, and memory activities for the elderly, tailoring each to specific age demographics to ensure appropriateness and effectiveness.
- Utilized Adobe Photoshop and Illustrator to craft personalized product mockups and enhance client presentations, offering design consulting services and fostering strong client relationships through proactive communication and surpassing expectations.
- Collaborated closely with clients to ensure final products reflected their vision and targeted audience, integrating feedback to refine designs and optimize visual communication strategies throughout the project lifecycle.

Additional Experience

Sr. Web Content Management & Graphic Design at Drayton, Drayton, & Lamar, Inc. (Worked For Hud.Gov)

Web Publication Team Leader at Dynamic Technology Systems, Inc. (Worked Onsite for DOD Contract Army Publishing Directorate)

Education

Bachelor of Arts, Graphic Design
Marymount University, Arlington, VA

Technical Skills

Graphic Design: Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign, Lightroom, Dreamweaver, and Adobe Express), and Canva

Web Design: HTML5, CSS3, Bootstrap, Angular Material, InVision, Uxpin, and Figma

Content Management System: WordPress, Drupal, and AFPIMS (Air Force CMS)

Microsoft Office: Word, Excel, Access, PowerPoint, and Visio