



## ▼ professional experience

### **VP of Product Development, Cofounder** September 1999 - July 2009 **10Best Inc • Greenville, SC**

Helped build 10Best from the ground up, cultivating it from concept to reality. Served as the main UI Guy and Web/Graphic designer for all aspects of 10Best – including 10Best.com and all design and development for our Solutions clients (below). As is typical with small, fast-moving companies, responsibilities were numerous and ever-changing.

Integral in the concept, strategy, design, and development of 10Best's ecommerce startup, Unaira, which aggregates and delivers transactional products and services. Product was developed for Amadeus NA and then was successfully launched with Amadeus Global. Worked closely with offices in France, Germany, UK, and US.

**Main Responsibilities:** All Design (print/web), Web Development, UI Design/Wireframing, Low/Hi-Fi Prototyping, Pathing and Analytics, SEO Integration, Wireless (Small-screen) Design, Scoping all new products, Maintaining 10Best.com and all Solutions sites

**Also Seen Doing:** Marketing, Business Development, Project Management, Social Network Strategizing, Third-party Product Evaluation and Integration, Visiting Clients (domestic/international), fixing the espresso machine

**Notable Clients:** Priceline.com, Carlson Companies (Radisson Hotels, Country Inns & Suites, T.G.I. Fridays, Regent Hotels, etc), *Southern Living* magazine, *Coastal Living*, *Cooking Light*, Fairmont Hotels & Resorts, Amadeus, AT&T, Verizon Wireless, Holiday Inn, InterContinental Hotels, Finnair, Iberia

**Toolbox:** Photoshop CS4, Dreamweaver, Quark, InDesign, Illustrator, CorelDraw, Flash, OmniGraffle, Microsoft Office Apps, Adobe Bridge  
HTML/DHTML, CSS, PHP, jQuery  
Advanced Web Ranking (AWR), Omniture, Google Analytics, BaseCamp

**Tidbits:** *Most recent success: Increased user registrations from 200/mo to 3,800/mo. in Q1 2009.*

*Designed Wireless 2002 Winter Olympics Mobile Guide for AT&T Wireless, the first Location Based Service application launched on the mMode portal.*

### **MARKETING/DESIGN SPECIALIST** 1996 - September 1999 **Columbia Healthcare of Central KY • Lexington, KY**

Managed all print, collateral, identity and web design for 6 Central Kentucky hospitals and all related product lines. Consulted in marketing/campaign strategies and advertising media buys.

**Toolbox:** Photoshop 4.0+, CorelDraw, Illustrator, Dreamweaver, Quark

**Tidbit:** *Designed and built first websites for the hospitals.*

### **CREATIVE DIRECTOR** 1991 - 1996 **Crystal Communications • Lexington, KY**

Responsible for managing staff of 4 artists and all client workflow. Specialized in: identity design, logos, brochures, ad campaigns/designs, newsletters, poster design, form design, outdoor design, managing PC/server network.

**Toolbox:** Photoshop 1.0+, CorelDraw, Quark, Ventura Publisher, Illustrator, Macromedia Director, Freehand, Word, Powerpoint

**Tidbit:** *Created company's first interactive "book" CD using Macromedia Director in 1995.*

### **FREELANCE DESIGNER/DEVELOPER** 1995 - Present

Specializing in Web Design/Development and Business Identity Solutions for a wide range of clients in various industries. Work also includes collateral materials, promotional items, marketing consulting, and product development.

## at a glance ▼

### Expertise

Graphic/Web Design  
Web Development  
Print Design  
Business Identity  
Heuristic Evaluation  
Communication Design  
UI Design/Wireframing  
Low/Hi-Fi Prototyping  
Small-screen Design  
Team Management  
Goals Analysis

### Toolbox

Photoshop  
Dreamweaver  
HTML/DHTML/CSS  
Illustrator/Corel  
InDesign/Quark  
OSX/Windows  
OmniGraffle  
jQuery  
PHP

### Research

Keyword Studies  
Usage Analytics  
Focus Groups  
SiteCatalyst  
SEO Tools

### Clients

Priceline  
Radisson Hotels  
Amadeus Global  
Fairmont Hotels  
Holiday Inn  
ProSys  
AT&T

### To Do List

"Shake" by Apple

### Personal

Husband & Father  
Musician  
Font Junkie

## education ▼

BA in Marketing/Advertising,  
Minor in English Literature  
University of Kentucky 1990