

User-driven problem solver, with a balanced creative/analytical approach. Stylistically versatile, collaborative, multi-disciplinary, detail-oriented.

## SKILLS

Product design  
UI + UX  
Art direction  
Visual + graphic design  
Identity design  
Illustration + icon design  
Photography + retouching

Adobe Creative Suite  
Sketch  
InVision  
HTML + CSS  
Salesforce  
Magento  
WordPress  
MailChimp  
Final Cut Pro  
Agile Methodology  
Design Thinking

## EDUCATION

### **M.F.A. in Design** **Boston University**

Attended grad program while employed full-time

### **B.F.A. in Design** **Boston University**

Magna Cum Laude

## EXPERIENCE

### **Living Proof, Senior Interactive Designer**

2011–2019 | Cambridge, MA

- First in-house designer at Living Proof, an MIT-affiliated prestige beauty startup (later acquired by Unilever).
- Primary focus: UI/UX and visual design of LivingProof.com, helping drive consistent yearly double-digit growth.
  - Redesigned cart/checkout pages, resulting in 20% lift in cart completion
  - Led UI/UX of recent B-to-C site redesign/replatforming
  - UI and visual design for B-to-B distribution channel
  - End-to-end involvement on projects in an agile environment
- Other responsibilities: creative for email and media, and digital assets for external retail partners. Art direction of junior designers and photographers.
- Previous projects included social, packaging, publications, in-store merchandising, video, illustration, photography, and tradeshow graphics.

### **Fidelity Investments, Interactive Designer (Contract)**

2010–2011 | Boston, MA

- UI/UX and visual design of financial planning apps and microsites.
- Visual and information design for paid media and presentations.

### **Jussi Gamache Design, Principal Designer**

2002–2012 | Boston, MA

- UI/UX design, product and visual design, art direction and print design; front-end development; technical and editorial illustration.
- Clients included Capitol/EMI Music, The Nature Conservancy, Harvard University, Warner Music Group, The Elie Wiesel Center, and other biotech, luxury goods, and real estate firms.

### **Furious Design, Graphic Designer**

1999–2002 | Boston, MA

- Interactive and print design; UI/UX; illustration, for clients including Forrester Research, Merrill Lynch, and Royal Caribbean.

### **The Archenemy Record Company, General Partner** **Freezepop, Singer, lyricist, designer, multi-tasker**

1997–2019 | Boston, MA

- Design of music packaging, websites, merchandise, social, and videos.
- Ran a successful Kickstarter campaign, which earned 3x our original goal.
- Marketing strategy, tour booking, and managerial/financial work.
- Music featured in several video games, including *Guitar Hero I + II* and *Rock Band*.