



## 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

Adobe XD  
Sketch  
Invision / Invision Studio  
Photoshop  
Illustrator

## EXPERIENCE

### **Principal Design Consultant, John Cortese Design** 2008 – Present

Led and participated in UI/UX design, brand strategy, and customer experience design for clients including Honeywell, Soar Therapy, Takara Belmont Beauty, Brogan Tennyson Group, Rutgers University, CentraState Hospital, The Kraft Heinz Co, and EURO RSCG LIFE.

### **Sr. Digital Art Director** 2017 – 2019

MRM//McCann Princeton (Princeton, NJ)

Led digital design on multiple health care focused products. Worked closely with UX, strategy, and tech to bring customer-centric, holistic ecosystems to life. Collaborating with the client's internal developers using the agile process, we quickly created, tested, and iterated on web products to achieve customer needs and business objectives. Successfully led the implementation and adoption of rapid prototyping tools, such as InVision and Adobe XD, into our design and feedback process.

### **Creative Director** 2016 – 2017

Sharecare (Jersey City, NJ)

Led customer-focused, user experience-driven, 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 Consumer Experience team quickly created, tested, and iterated on projects until we satisfied customer needs and business goals alike. Coordinated the development of multiple consumer products including customer flows, education centers, and patient activation tools. Led the transition of our UX/Product team from Photoshop to a Sketch/InVision workflow.

### **Digital Art Supervisor** 2014 – 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 products at this award-winning HAVAS Health network 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.

### **Sr. Art Director** 2013 – 2014

Flashpoint Medica (New York, NY)

Headed all design efforts for a major health care client at this multiple-award-winning agency, including experience strategy and design, digital design experiments for trade shows and new business. Managed all projects and design staff. Participated in the research process to uncover key insights that effectively drove customer awareness and engagement.

### **UI Designer/ Digital Art Director** 2009 – 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.



## EXPERIENCE (continued)

### **Creative Product Lead**

2007 – 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**

2006 – 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**

2004– 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

Interaction Design Foundation

UX Design (Udemy)

Coding for Designers – HTML5 & CSS (Aquent Gymnasium)

