

## Creative Director

**Technically sophisticated and results-driven professional with track record of success in leading cross-functional teams to design end-to-end collateral in digital/print mediums and enhancing customer/user experience.**

Demonstrated success devising product design strategy, planning release, and delivering product that ensure success and profitability. Creative designer with expertise in delivering a world-class digital experience that improves user interaction and streamlines workflows. Successfully supported 19 companies, 114 Company offices, 367 franchise offices with marketing and creative services, while serving four types of customer channels. Skilled in developing product design roadmaps, prioritizing product opportunities, refining feature ideas, and maintaining existing features to drive/achieve business goals. Skilled in maintaining problem resolution frameworks, resolving issues, building technical requirements, and collaborating with cross-functional teams. Adept at evaluating business systems, analytics needs, and developing techniques that support business growth.

### Areas of Expertise

- Users-Centered Designs (UCD)
- Cross-Functional Collaboration
- Team Building & Leadership
- Product Design & Management
- Training & Development
- Change Management
- Quality Assurance & Compliance
- Process Improvement & Redesign
- Client Relationship Management

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### Career Experience

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**Director of Creative Services**, Weichert Companies, Whippany NJ

**2018 to Present**

Spearhead "All Under One Roof" program to cross-sell Insurance, Title, and Closing Services to Real Estate customers to ensure business growth and profit, while leveraging utilization of Weichert's key enterprise divisions. Deliver effective leadership on design, development, and support of Weichert.com. A lead generation website that generated 76 million property views in 2020. Enable achievement of full business potential during pandemic by devising new digital/print tools for customers and sales associates. Lead successful integration of white label CRM platform for Weichert sales associates and franchises by coordinating with industry technology leader kvCORE. Design and implement brand and collateral for President and CEO's vision of company culture and mission. Formulate training programs with Weichert University to facilitate field training for sales associates and field marketing technicians to ensure continuous performance improvement while creating various brand guidelines and educational materials.

#### **Key Achievements:**

- Delivered proactive support and guidance to sales field with digital/print collateral to help sales associates increase local visibility and help them generate leads and facilitate sales.
- Improved and redesigned user experience and enhanced session time by uncovering Weichert.com buyer and seller needs in collaboration with global software consultants Thought Works and Defined Logic.
- Ensured accuracy, decreased production cost, and steered the development of a consistent, single master brand of Weichert by performing audit of nineteen enterprises and creating consistent look.
- Increased employee engagement by developing Weichert Community and producing weekly video series, communications, and monthly talk show.
- Increased social media views on average by 23% with establishing campaigns, stories, and video.

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- Improved PR communications by 47% and enhanced open rates by 60%+ through better design and engagement.

**Senior UI/UX Designer**, Weichert Lead Network, Whippany NJ

**2014 to 2018**

Created and maintained new product executions using customer journey data and case studies to deliver wireframes and high-fidelity designs. Led and supervised outside vendors and consultants to achieve set performance goals. Ensured creative control over customer and agent facing products, while leveraging CSS and HTML development for web applications.

**Key Achievements:**

- Optimized customer UX by influencing design based on user metrics for Weichert.com while also supporting sales associates with Weichert Pro, a fully integrated customer relationship management system.
- Improved brand awareness by creating and designing email marketing templates for customer/agent communication, while designing newsletters, emails, and web banner campaigns.
- Enhanced call center lead time by improving lead specialist's user interface for Weichert Network call center software.
- Improved project outcomes and deliverables by providing Agile project management.

**Associate Creative Director / Senior Designer / Supervisor**, FORT Group LLC, Ridgefield Park NJ

**2009 to 2014**

Oversaw and administered user interfaces/layouts for websites, products, and mobile applications while devising wireframes and site maps for customers. Developed functioning websites from design concepts using HTML, CSS, and jQuery to increase brand awareness. Facilitated social networking campaigns by devising newsletters, email and banner campaigns.

**Key Achievements:**

- Ensured continuous performance improvement by leading and guiding teams of multiple sizes for all web production.
- Provided effective task prioritization by managing and scheduling all projects and deadlines while coordinating with Project Managers and clients to reach deadlines.

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## Additional Experience

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*Web Designer / Video Editor / Audio Engineer / Supervisor for Virtual Sciences, Parsippany NJ*

*Graphic Design Instructor for Chubb Institute | Web Design/Graphic Design for Flora Garden LLC, Parsippany NJ*

*Graphic Designer for Abztrakt Productions, Randolph NJ.*

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## Education

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**Certificate in Graphic Design & Animation**

Chubb Institute, Parsippany NJ

**Bachelor of Arts**

William Paterson University, Wayne NJ

**Associates in Music**

County College of Morris, Randolph NJ

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## Technical Proficiencies

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Adobe Creative Suite, Sketch, Final Cut Pro, Axure, HTML, CSS, JavaScript, WordPress, Bootstrap, Microsoft Office 365