

## DESIGN MANAGER

Creative Design Manager with 10+ years leading high-performing creative teams in digital marketing, UX, and brand strategy. Proven success in scaling design systems, mentoring designers, and aligning creative direction with business goals. Adept at cross-functional collaboration and driving measurable user engagement through strategic design initiatives.

## KEY SKILLS

**Design Leadership:** Creative Direction | Team Mentoring | Project Oversight

**Design & UX Tools:** Figma | Sketch | InVision | Adobe Creative Suite | Balsamiq | Lucidchart | Miro

**Workflow & Collaboration:** Jira | Smartsheet | Agile/Scrum | Microsoft Office

**Marketing & Branding:** Digital Advertising | Email Marketing | Landing Pages | UX/UI

## PROFESSIONAL EXPERIENCE

**Expedia/Orbitz** – Chicago, IL

### Design Manager

2021 – 2025

Led creative direction for omnichannel marketing campaigns, driving brand consistency across content, photography, and email teams. Collaborated with cross-functional stakeholders to translate business objectives into compelling visual storytelling that elevated engagement and conversion.

- Managed designers, established workflows, and implemented design systems to streamline production.
- Oversaw campaign development for online merchandising, social media, and loyalty programs.
- Recruited and mentored junior designers, fostering professional growth and performance.

### Senior Marketing Designer

2011 – 2021

Spearheaded the design of high-impact digital marketing assets—from advertising campaigns to loyalty program interfaces—merging creative vision with data-driven strategies to boost engagement and conversions. Partnered cross-functionally with UX research/analytics and product teams to align designs with business goals.

- Designed digital assets for advertising, loyalty, and promotional campaigns.
- Produced loyalty and credit card pages, increasing conversions by 20–50%.
- Collaborated with UX researchers and analysts to create data-informed designs.

**Dotomi** – Chicago, IL

### Graphic Designer

2009 – 2011

Partnered directly with clients to translate business objectives into high-impact visual designs, from initial discovery (including onsite retail audits) to final execution. Specialized in creating dynamic, behavior-based digital ads that drove engagement for major brands.

- Designed personalized banner ads for brands like Hanes, Skechers, and Meijer, leveraging user behavior insights to increase click-through rates by 45%.
- Owned end-to-end marketing programs from concept to measurement, ensuring designs aligned with KPIs and brand guidelines.
- Thrived in cross-functional teams (copywriters, developers, account managers) to deliver pixel-perfect assets under tight deadlines.

**Chicago Sun-Times** – Chicago, IL

### Web Designer

2008 – 2009

Created conversion-focused ad units and promotional assets for the newspaper's online platform, partnering with marketing to implement performance-tested designs that elevated engagement metrics by 25% YOY.

- Produced digital advertisements and marketing materials for the newspaper's online platform.
- Collaborated with marketing team to strategically align ads with campaign goals, resulting in a 25% increase in click-through rates.

## ADDITIONAL RELEVANT EXPERIENCE

**Wyzant**, Marketing Graphic Designer

**KIPP Academy**, Art Teacher

**Webb Mason**, Senior Print Account Manager

**Day and Night Printing**, Print Graphic Artist

**Pride Container**, Print Production Coordinator

**Madden Communications**, Print Account Manager

## EDUCATION

Graduate Certificate in User Experience (UX) Design | University of Baltimore, Baltimore, MD

Bachelor of Fine Arts (BFA) in Visual Communications | The Illinois Institute of Art-Chicago, Chicago, IL

Bachelor of Science (BS) in Graphic Communications/Printing Management | Illinois State University, Normal, IL

## RECOGNITION

President's List | University of Baltimore

Outstanding Student Scholarship | Illinois Institute of Art-Chicago

President's List | Illinois Institute of Art-Chicago

Exhibiting Artist | University of Illinois Asian American Artists' Collective

Dean's List | Illinois State University



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