

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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