

Qualifications Summary

A versatile and strategic professional with extensive experience in digital design, development, and marketing.

Expertise across leading high-performing teams in designing user-centric digital experiences and executing innovative marketing strategies. Proven record in transforming complex business requirements into effective design and technical solutions, with a strong focus on enhancing user engagement and brand visibility. Skilled in mentoring teams, managing cross-departmental collaborations, and driving corporate communication strategies to align with organizational goals. Adept at overseeing significant budgets, establishing corporate objectives, and utilizing data-driven insights to guide decision-making processes. Recognized for exceptional ability to maintain professional client relationships and articulate complex information clearly and effectively.

Areas of Expertise

- UX/UI Design & Prototyping
- Cross-Platform Design Systems
- Strategic Branding & Visual Identity
- Digital Content Strategy & Optimization
- Front-End Development (HTML/CSS)
- Budget Management & Allocation
- Government Relations & Public Affairs
- Emerging Technology Implementation
- Adobe Experience Management (AEM)
- Agile Development Lifecycle Management
- User Research & A/B Testing Integration
- Stakeholder Collaboration & Executive Alignment

Career Experience

Senior UI Designer, Inspired Thinking Group (ITG), Contractor, Remote – Schenectady, NY 2021 – Present

Lead cross-functional teams in an agile environment to design and execute innovative cross-platform experiences, rapidly producing wireframes, user flows, and prototypes. Utilize Adobe XD to design and prototype UI for mobile and residential web pages for Charter Spectrum, integrating with Adobe Experience Manager for content management, authoring, and front-end developer work.

- Enhanced decision-making by incorporating user research and A/B testing insights into design processes, presenting refined concepts to stakeholders.
- Developed and enforced a comprehensive design system, standardizing icons, typography, and patterns to ensure consistency across platforms.
- Mentored new hires in using Adobe Experience Manager, design systems, and HTML coding, fostering team skills development and project efficiency.
- Directed the launch of NewPoint's website and promotional video, managing multimedia shoots and designing the user interface, significantly boosting brand visibility.

Lead UX/UI Designer, Human Care Systems, Remote – Schenectady, NY 2014 – 2020

Developed creative infrastructure for diverse marketing materials including social media ads, video commercials, Google display ads, and customer-facing documents, enhancing brand visibility and engagement. Collaborated with cross-functional teams to integrate essential research and feedback from nurses into product features for web and mobile applications.

- Designed sophisticated user flows, wireframes, and prototypes for the Resilix telenursing platform, establishing a robust and flexible design system.
- Created responsive websites through WordPress, managing layout, graphics, content, and light coding to optimize user experience across devices.
- Strengthened patient-facing relationships and supported executive management to align service delivery with corporate expectations.
- Achieved the 2019 Graphic Design USA Health & Wellness interactive award for UX/UI design, and pioneered a brand identity that generated 1.26 million in sales by Q3.

Julie A Dion

Marketing / Creative Director, Monet / Madison Handbags, Albany, NY

2013 – 2014

Coordinated with cross-functional teams to plan and execute photo shoots, enhancing native content and brand representation. Supervised on-location photo shoots and took charge of writing, designing, and editing seasonal catalogs to maintain brand consistency and appeal.

- Improved visual identity by leading a comprehensive rebranding initiative, introducing modern logos, a custom online handbag builder, and revamping emails, newsletters, and print media.
- Transformed seasonal catalog layouts and updated key promotional materials to align with current marketing strategies.
- Overhauled branding and visual elements following the lapse of the Madison trademark, ensuring legal compliance and brand freshness.

Senior Graphic Designer, Merck Millipore, Billerica, MA

2008 – 2013

Spearheaded end-to-end design projects, identifying scope and streamlining processes to enhance visual identity for both digital and print materials. Formulated and executed unique branding strategies that significantly elevated company profile and customer engagement. Developed targeted advertising campaigns that got recognized in top-tier publications, maximizing exposure and audience reach.

- Incorporated high-traffic advertising platforms to boost brand awareness and customer impact, targeting prestigious outlets including Science Magazine, Nature Magazine, and the Boston Business Journal.
- Delivered exceptional design performance, securing awards for both interactive and print media for five consecutive years.

Career Note

Freelance Art Director | Pyxis Communications, Remote

Senior Graphic Designer | Air Line Pilots Association, Herndon, VA

Senior Graphic Designer | Airlines Reporting Corporation, Arlington, VA

Education & Credentials

Bachelor of Arts in Communications | College of St. Rose, Albany, NY

Graphic Design Certification | New Horizons, Washington, DC

UX/UI Design, Motion Graphics, SEO, Illustration, HTML & CSS | Udemy.com

UX/UI Design & Motion Graphics | Lynda.com

Honors & Awards

20 Most Outstanding Women of the Capital Region in 2024

MarCom Awards - 2022 Winner | Halo Labs Butterfly Campaign

Graphic Design USA - 2010, 2012, 2019 Winner | UX/UI, Web, & Print

HOW Design - 2010 Winner | In-House Designer Competition

In HOWSE Design Awards - 2010, 2011, 2012 | Print Design Competition

Technical Skills

Adobe Creative Suite (XD, Experience Manager (AEM), Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Figma, Axure RP, Sketch, Invision, WordPress, HTML & CSS, HubSpot, JIRA, Drupal, Design Systems

Leadership Experience

Parent Teacher Organization (PTO) Executive President | Schalmont Central School District – 2025 - 2027

Parent Teacher Organization (PTO) Past President | Jefferson Elementary School – 2022 - 2025