

Career Highlights

Cost Avoidance: Generated \$1M+ in AbbVie operational savings (Feb 2024-Oct 2025) completing 109 emails with 15 brands.

Efficiency Increase: Pioneered Photoshop as a tool to reduce AOR image reliance and strengthen AbbVie stakeholder trust.

Staff Leadership: Directed and mentored 2 employees at HS for 3 years fostering growth and ensuring full team accountability.

Visual Strategy: Partnered with executive leadership to redesign HS marketing and improve customer engagement and sales.

Areas of Expertise

Professional Skills Web & Email Design | Cross-Functional Collaboration | Material Review Process | Project Management | Workflow Optimization | Process Documentation | Requirements Gathering | Proofing and Testing | Issue Resolution | Team Mentorship | Active Listening

Technical Skills Photoshop | Illustrator | HTML/CSS | Knak | Web Accessibility | Typography | UI/UX Design

Career Experience

Digital Lab Email Specialist, AbbVie | Mettawa, IL

2023 – Present

Conceptualizes and refines email marketing content within the Knak platform, leveraging modular components and agency-provided assets to create high-quality, compliant emails.

Responsibilities

- Engages with 20+ marketers, project managers, and agency personnel to strengthen creative assets, oversee email template and module maintenance, while implementing personalization through dynamic content initiatives.
- Manages Veeva Material Review Process, leading projects to completion by ensuring regulatory compliance, functional testing, and flawless execution within a 35-day timeline.
- Troubleshoots platform issues and provides advisory support for COPM and marketing teams by facilitating 50+ graphical enhancements without agency involvement using creative tools such as Photoshop and HTML/CSS.

Accomplishments

- Facilitated the early launch of Rinvoq RA 2 weeks ahead of schedule by proactively identifying and resolving excessive email weight challenges with methodical layout redesigns, without compromising content integrity.
- Led the migration of 9 complex Botox BSP project builds within a 35-day deadline, executing extensive creative edits, rebuilding projects, and delivering error-free results while closely coordinating with COPMs and marketing teams.
- Executed 9 critical, high-priority Humira iterative projects amid aggressive deadlines while training a new team member how to revise AOR deliverables and submit work through to MRP, achieving full completion 18 days ahead of schedule.

Senior Web Designer, Hammacher Schlemmer & Co. Inc. (HS) | Niles, IL

2013 – 2023

Strategized and engineered 450+ emails, 100+ banners, and 50+ promotional campaigns annually, leveraging concise marketing copy, brand-aligned design, and compelling visuals to maximize sales and overall customer experience.

Responsibilities

- Coordinated with IT, Marketing, and Merchandising teams to conduct and conceive 200+ A/B split tests measuring customer behavior to uncover new opportunities of reducing bounce rate while increasing conversion.
- Spearheaded the creation of 8 high-impact catalog and postcard campaign initiatives, applying strong design expertise and creative vision across web and print channels.

Accomplishments

- Supported initiatives resulting in 60% growth in email demand (Jan-Sept 2023 vs. 2017), by delivering clean and engaging material, while upholding the highest artistic standards across all web channel campaigns.
- Promoted to Senior Web Designer for exceptional creativity, precision, and strategic foresight; entrusted to lead and mentor junior web designers amid expanding organizational demand.
- Co-led efforts with the CEO to revitalize the HS company logo and brand colors, modernizing the visual style to enhance mobile device readability on smaller screens, and reinforce market differentiation among competitors.

Education

Bachelor of Science, Computer Graphics & Animation | DePaul University | Chicago, IL