

Portfolio: www.bit.ly/pdz-portfolio

Work Experience

livelocal.ly – Chief Marketing Officer, UI/UX Lead – Jan. 2011 - Present

Co-founded business creating mobile apps for Chambers of Commerce
Define brand & logo; develop marketing strategies and publicity campaigns
Develop tools and functionality based on customer needs and user pain points
Wireframe site and app layouts, create final-production graphics, icons, and interface elements
Test products and tools with clients and users continually
20,000+ downloads, 10 communities and growing

Hagerty Consulting – Graphic Design Consultant – Oct. 2011 - Present

Draft wireframes for new software program and corresponding website and interface elements
Create print/digital media, individual graphics, company videos, and other collateral
Define and implement website template for use by other Hagerty clients

Northwestern EDI Program – Graphics Consultant – Jun. 2011 - Aug. 2011

Created EDI program logo, digital pamphlets and booklets, and other print collateral

Northrop Grumman – Systems Engineering Intern – Jun. 2009 - Sep. 2009

Oversaw and managed 13 projects of an outgoing Systems Engineer
Prepared thermal study to monitor temperature of server equipment

General Motors – Manufacturing Engineering Intern – Jun. 2008 - Sep. 2008

Investigated hood clinch failures on Cadillac, Buick, and Chevy models
Recommended spot welding as alternative closure method for hoods

Professional Skills

★ expert ● intermediate ○ familiar

UI/UX & Graphics

- ★ Illustrator, Photoshop
- ★ Wireframing & Mockups
- ★ Icons & Interface
- ★ User Flows
- ★ Mood Boards
- Balsamiq

Business

- ★ Entrepreneurship
- ★ Product Development
- ★ Brand Development
- Customer Acquisition & Support
- Marketing Strategy

Other

- ★ Photography
- Composite Layout
- Rapid Prototyping
- CAD
- Soldering

Education

Northwestern University – M.S. Engineering Design – GPA 3.9 – Graduated Jun. 2011

Athletics Company (confidential) - Developed interactive activity-monitor for children that generated sandcastle art based on movement
Kohl Children's Museum - Implemented "passport-stamp" program to reduce congestion among popular museum exhibits
Procter and Gamble - Redesigned packaging and storage of femcare products to increase discretion during usage
Aptar Closures - Designed packaging concepts to encourage healthier snacking

Northwestern University – B.S. Mech. Engineering – GPA 3.1 – Graduated Jun. 2010

Northwestern Solar Car (NUsolar) – Project Manager – Mar. 2009 - Jul. 2010
Led daily operations and team strategy, defined long-term goals and oversaw project team leaders
3rd place in 2009 Formula Sun Grand Prix race, 10th place in 2010 American Solar Challenge race
Met \$170k operating budget as Sponsorship Chair from 2007-2008

Study Abroad (Bonn University, Germany) – Renewable Energy and Policy – Aug. 2010

Researched solid biomass as an alternative fuel source

Engineers for a Sustainable World (ESW) – Centennial Solar Panel – Mar. 2009 - Mar. 2011

Began project to install first on-site renewable energy source on the Northwestern campus
Helped meet \$100k budget from university and external sponsorship
20kW solar panel installed March 2011 atop Ford Design Center

