# Ideas, UX/UI, Marketing, Graphics & Strategy

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Evidence-Based: Marketing, UX/UI, Design, Process Development, Management, ERD, Teaching, Sales, Product Development, Events, Branding.

* Built a chain of restaurants, with 35 employees.
* Worked in Japan, Mexico, Canada and traveled worldwide.
* Lifetime advocate for users and UX/UI.
* Adept at generating unconventional ideas, troubleshooting and foresight.

# Contract | Graphic Design/Analysis/Marketing

 1985 to 2024

* Freelance advertising, marketing, graphics and analysis.

# Mophilly.com

2010 to Present

* Contract advertising, marketing, graphics and analysis for boutique software studio.
* Customer-facing role managing sales cycle.
* Created documentation, websites, campaigns, and mobile interfaces (UX/UI). vector icon fonts, advertising, BuddyPress.
* Numerous marketing, web and UX/UI projects for: telecom, advanced machines, real estate and trucking.

# Realtor | Clark Realty Corp – Hilo, HI

2003 to 2010

* Practiced real estate sales in East Hawaii.
* Developed database solution for automating paperwork and flipped houses, created various media.

# Digital Arts Instructor | Art Institute of California – San Diego, CA

2001 to 2002

* Wrote curriculum, created instructional materials, and taught computer graphics classes.

# President | Picante Mexican Grill, Inc - Cambridge, MA

1990 to 1997

* Built and managed three upscale taquerias and a juice bar.
* Managed 35 employees and handled all aspects of operations.

# Technical/Designer | Kennard Design - Boston, MA

1987 to 1990

* Designed advertising, wrote copy, created graphics, and automated production.

# Info Systems Analyst | American Express - San Francisco, CA

1986 to 1987

* Digital sales support for AMEXCO Travel Management Systems.

# Technical Director | Laser Media - Los Angeles, CA 1981 to 1986

* Programmed laser and robotic special effects for shows, products, and world expo’s and events.
* Created a “laser piano” for real time interactive laser graphics.
* Worked in Mexico, Japan, Canada and US.

# Education

* Certificate in Business Computing: Cum Laude, Coleman College San Diego, CA
* B.A. in Psychology (Emphasis on methodology and biology), UCLA
* Freshman year basics: Studied plant science, Cal Poly Pomona
* Summer program in England, Leeds College – Cambridge University, England