

SUMMARY

Enterprising conceptual design and usability leader with over 15 years of experience at companies ranging from start-up to Fortune 100. MBA graduate, experienced people manager, and champion of user-centered design in technical teams and Agile development groups. Trained in design thinking methodology with extensive experience in responsive web and native mobile app design, strategy definition, information architecture, user flow analysis, user research, and design system creation. Comfortable leading design groups and clients through entire product life cycle, from initial sales engagements, to user experience exercises, low and high fidelity prototyping, and product design.

WORK EXPERIENCE

Ovia Health • Bellevue, WA

2023 – 2024

Senior Product Designer

Contracted to create intuitive, interactive women's health products and oversee superior UX within three different mobile apps, as well as responsive web enrollment tools. Involved in all aspects of visual interface creation including collaboration with product managers and technical leads, creation of interface designs, user flow and error exploration, as well as ensuring compliance with WCAG accessibility standards. Integral part of new design system initiative and migration from Sketch to Figma production tools.

Agile Thought Inc. • Tampa, FL

2011 – 2012

Consultant, Usability and Design

Helped craft Agile Thought's usability and design strategy and product line. Fundamental in creation of formal process for incorporating design and usability solutions into company's Agile development methodology. Provided client-based consultancy work in the form of heuristic analysis, design strategy, user profile/persona and scenario work, wire-framing, product design and prototyping. Client work included McDonalds, PwC, Suncoast Solutions, Team Fan Shop, Community Coffee.

PricewaterhouseCoopers LLP • Tampa, FL

2006 – 2010

Manager Usability and Design Analyst (2009 – 2010)

Promoted UI/UX design methodology within organization throughout requirements elicitation, functional documentation and production process. Provided guidance to technical leads, and project stakeholders in user behaviors and the product creation that adapts to user expectation. Designed and developed website and native mobile applications while ensuring adherence to PwC branding standards.

Manager Design and Development (2006 – 2009)

Managed the design and development of online products, as well as mobile marketing tools. Controlled all aspects of the design process including project coordination with sponsors, creation of interface designs, and front-end application production. Heavily involved in examination of user workflow and creation of a user experience that was both intuitive, as well as ergonomic for task completion and quick information retrieval. Typically managed multiple projects simultaneously and had extensive experience with aggressive timelines.

Career Education Corporation • Hoffman Estates, IL

2005 – 2006

Director of Production

Directed a team of eleven multimedia designers and content editors for this online education provider. Additionally, managed audio and multimedia assets through a team of contracted voiceover professionals and production artists. Coordinated with instructional designers, subject matter experts, and online faculty in the development of classroom eLearning modules and all virtual graduation ceremonies; all developed within the unyielding boundaries of course launch deadlines. In charge of all project budgets, department expenditures and equipment needs, supervision of the in-house recording studio, as well as department resource planning.

PricewaterhouseCoopers LLP • Chicago, IL

2004 – 2005

Manager Design and Development

Contracted to develop a new company intranet design. Assisted in building global intranet requirements and style sheet guidelines to govern information sharing and display across different international offices and territories. Created animated marketing and intranet advertisements for internal event promotion.

United Airlines, Inc. • Arlington Heights, IL

2003 – 2004

User Interface Designer

Contracted to design fresh ideas for an intranet redesign effort, as well as research, analyze, and update the customer check-in process for the company's automated kiosks.

PricewaterhouseCoopers LLP • Tampa, FL

2001 – 2002

Manager Design and Development

Managed concept, design, and production of company external website and intranet projects. Collaborated with technical teams and the internal branding organization, to create elegant design solutions.

NetPerformance, Inc. • St. Petersburg, FL

1999 – 2001

Art Director - Manager

Managed three design and production resources for this full-service website design and development company. Responsible for all development phases of design solutions including: client consultation, proposal and estimate evaluations, concept and design of corporate branding systems and web products, as well as production implementation. Client work included Boyd Gaming, Ron Jon Surf Shop, Sayers Group.

Marinar Communications • Painesville, OH

1998 – 1999

Multimedia Designer

Developed concept and design of website solutions, illustrations, interactive CDs, and collateral material, as well as production of websites and marketing emails for this multimedia company.

CERTIFICATIONS AND EDUCATION

2022

Google UX Design

Professional Certificate

2011 – 2013

MBA

University of Florida

2008

Certified Usability Analyst

Human Factors International

1994 – 1998

BA – Visual Communications

Kent State University

SKILLS

- Able to inspire and lead diverse teams in order to deliver an exceptional product.
- Collaborative approach to achieving refined solutions for client needs.
- Adept at bridging gaps between business goals, technical specifications, user needs, and artistic design.
- Extensive experience and training in end-user needs, as well as current and emerging design best practices.
- Excellent team & client communication, presentation, and interpersonal skills.
- Extensive experience with managing and meeting aggressive deadlines.
- Business education focused on marketing, operations, managerial finance, and global strategy.
- Traditional design education with curriculum focused on layout, hierarchy, color theory and typography.
- Proficient with Figma, Sketch, Zeplin, Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign), Jira.