

## PROFILE

Years of strategy and development have separated me from the pack as a UX Designer and enhanced my ability to elevate the brand story. While my passion is design and navigational flow, it's also collaborating to create products where clients are as happy with the work as the team. I've had the privilege of leading and mentoring digital teams - but I prefer to be in the trenches, knocking out great work every day.

## EXPERIENCE

2021 - Present

### HUGE

#### UX Design Lead

- Led UX strategy, design and product design for a group Google Assistant smart TV apps for Samsung, Panasonic, LG and Hisense as part of the larger creative teams.
- Collaborated with cross-functional teams (Business, marketing, product and development teams) to launch optimal smart TV apps, mobile apps, web and admin experiences.
- Create key design deliverables such as site maps, user flows, wireframes, UX annotations, visual designs and interactive prototypes throughout the entire project life cycle.
- **Brands:** Google Assistant, Sinai Health, MongoDB

2018 - Present

### That Studio

#### Digital Creative Director & UX Design Lead, Founder

An elite studio for digital strategy, design & development. We craft inspired & effortless digital experiences for both small and large brands.

- Created user experiences and visual designs for web and mobile applications.
- Crafted content strategy, design concepts, user flows, wireframes, interactive prototypes, planned and conducted research testing.
- **Brands:** Kohler, Medline, Predictera

2019 - 2021

### Kaiser Permanente

#### Senior UX Designer

- Led UX & product design for the new and returning member onboarding experience. For many members, this is the first interaction they have with the Kaiser brand in the authenticated digital space.
- Collaborated with cross-functional teams on a daily basis (Business, product and development teams) ensuring project goals and milestones are met, plan & run research testing along with providing an optimal web experience for members.
- Planned and ran various research testing including: member interviews, user testing, A/B testing, card sorts, surveys and questionnaires.
- Create key design deliverables such as site maps, user flows, wireframes, UX annotations, visual designs and interactive prototypes throughout the entire project life cycle.
- Provide direction and support to the development team during development sprints and UAT, making sure product features and technical requirements provide an accurate and ideal member experience.

## SKILLS

User Experience Design

User Interface Design

Visual Design

Mobile App Design

Interactive Design

Creative & Art Direction

Personas & Wireframing

Prototyping

UX Writing

User Research

Information Architecture

Front-End Development

Custom CMS Development

• • •

## DESIGN

Adobe Creative Cloud

- Photoshop, Illustrator, InDesign, XD, After Effects, Premiere, Animate, PhoneGap, Brackets

Sketch

InVision

Figma

Axure

Pencil (Prototyping Tool)

• • •

## DEVELOPMENT

HTML & CSS

JavaScript

- JQuery, AngularJS, React, Ember.js, Backbone.js

Custom Wordpress Development

- Theme, Plugins, Multi-theme

PHP & MySQL

SEO

Google Analytics

Email Development

- Mobile First Development, MailChimp, Constant Contact, AWeber

Litmus

GitHub

## EXPERIENCE

2017 - 2018

### **Tribune Publishing Company**

#### **Senior Creative Director of Creative Services**

- Led and oversaw creative to support consumer, digital, B2B, circulation, product and go-to-market strategies.
- Mentored and led 3 creative teams in Chicago, LA and Fort Lauderdale that created consumer marketing campaigns for all Tribune Publishing Company publications including Los Angeles Times, Chicago Tribune, Baltimore Sun and the Sun Sentinel
- Directed and executed on strategy, design and development for all web and mobile experiences that supported consumer marketing, product and event team initiatives.
- Collaborated and provided user experience strategy, user flows, wireframes, interactive prototypes for consumer marketing and go-to-market teams.
- **Brands:** Chicago Tribune, Los Angeles Times, San Diego Union-Tribune, Baltimore Sun, Orlando Sentinel, Sun Sentinel, Morning Call, Hartford Courant

2015 - 2017

### **Tribune Publishing Company**

#### **Creative Strategist (UX) & Technologist**

- Collaborated and provided user experience strategy, user flows, wireframes, interactive prototypes for consumer marketing and product teams.
- Executed on strategy, design and development for web experiences that supported consumer marketing campaigns and event team initiatives for Chicago Tribune.
- Designed and developed engaging web and mobile experiences that reimaged how Chicago Tribune connected with their consumers and built brand awareness.
- **Brands:** Chicago Tribune, Los Angeles Times

2014 - 2016

### **Flashpoint Columbia College**

#### **Adjunct Professor - UX & Web Development**

- **Courses:** Design Thinking & User Experience, Interactive Design, Web Development 1 & 2, Focused/Independent Study for Advanced Web Development & User Experience

2004 - 2015

### **DesignByte**

#### **Lead Creative & Developer, Co-Founder**

A creative digital design and development studio that create engaging web and mobile experiences for great clients.

- Led and created user experiences and visual designs for web and mobile experiences with a user-centered approach.
- Worked with small, large and enterprise clients to launch new digital products.
- **Brands:** Children's Memorial Hospital, Northwestern University, Kohler, Envoy, Medline, Capsim, REAKT, The Young Americans, Loyola University Chicago

2012 - 2014

### **CareXtend**

#### **Director of Digital Design & Consumer Experience (UX)**

A healthcare marketplace that takes the hassle out of finding trusted, out-of-pocket health providers and wellness offers. They take on the back end research to help consumers locate a provider they can trust, at a price they can afford.

- Led the user-centered design process to enhance UX solutions for service-related features and improvements.
- Directed and applied strategic thinking and demonstrated awareness of business goals while striving for a highly usable and engaging end-to-end user experience.
- Created concepts for web and mobile environments promoting simplicity despite the inherent complexity of processes being supported.
- Managed a small team of both in-house and offsite design consultants by promoting a collaborative, rapid and agile environment.
- Collaborated and provided support on documentation of user types, variety of user research methods, wireframes, user flows, process flows and interactive prototyping.

## AWARDS

### **INMA: Best Idea to Grow Digital Readership or Engagement**

- Chicago Tribune Food & Dining

### **FWA**

- FWA of the Day (2)

### **Awwwards**

- Site of the Day (1)

- Honorable Mention (2)

### **CSS Design Awards**

- Website of the Day (1)

## EXPERIENCE

2011 - 2012

### Google

#### UX Designer

- Worked on web & mobile applications from concept, visual design and through development. Using interactive prototyping methods to explore existing and newly developed experiences and applications.
- Collaborated with interactive designers and development teams to advance design and functionality requirements helping provide a more intuitive user experience.
- Provided UX concepts, wireframes and visual designs for web and mobile apps.
- **Brands:** Google Maps & Places

2011

### ShopLocal

#### UX/UI Designer & Front-End Developer, Consultant

ShopLocal is an established expert on shopping. ShopLocal partners with the biggest names in the retail industry to bring the great deals and printed weekly ads to users online.

- Worked on a variety of web, Facebook, and mobile applications. Helped redesign existing environments, provided both UX design and front-end development to enhanced navigation flows.
- Provided HTML5, CSS3, JavaScript/jQuery/other frameworks for applications developed in ASP.NET and MVC.
- **Brands:** Walgreens, Best Buy, Walmart, Staples, Toys-R-Us, Babies-R-Us, PetSmart, Meijer, Canadian Tire

2011

### VISANOW

#### UX Designer & Front-End Developer, Consultant

A leading online immigration service for individuals, small organizations and large businesses.

- Led all creative direction for both print, web and mobile projects.
- Created content strategy, design concepts, user flows, wireframes, interactive prototypes for web and mobile experiences.
- Worked with the in-house development team to advance their client-side (B2B) online tools for data management and visualization.
- Led all strategy and user research used to inform projects prior to design and development.

2009 - 2011

### Havas

#### Creative Technologist & Front-End Developer, Consultant

- Worked with the creative teams to develop a new company website for the Chicago office. Provided UX/UI design, front-end and CMS development.
- Collaborated with creative and development teams to provide interactive technology solutions for creative concepts, creating custom, one of kind digital experiences.
- Helped develop a responsive web and mobile solution for Sprint, leveraging CSS3 and HTML5 for high performance.
- **Brands:** Sprint

## EDUCATION

2006

### Iowa State University

#### BA, Architecture, Digital Media Minor

- Worked for the virtual reality lab (2nd best in the world during this time) designing, modeling and developing architectural and environmental simulations.