

A driven UX leader. I achieve business goals with elegant and successful consumer and enterprise experiences.

EXPERIENCE

Lead UX Designer

Nordstrom - Aug 2018 - Today

- Concepted the next generation customer service platform for an optimized agent workflow
- Point of sale modernization across Full Line and Rack mobile and tablet touchpoints
- Nordstrom App design lead across iOS / Android platforms

Principal UX Designer

Digital Innovation Group, Providence Health & Services - Aug 2016 - Aug 2018

- Grew a fledgling pre-MVP app to a fully commercialized, scalable, and personalized platform
- Developed product-wide design system and process for increased velocity and brand consistency
- Lead UX team to develop multi-platform apps and responsive sites for multiple audiences

UX and Visual Design Instructor

- University of Washington, UX/UI Instructor, Seattle - Feb 2019 - June 2020
- School of Visual Concepts Mentor, Seattle - March 2019 - present
- General Assembly, UX/UI Instructor, Seattle - Oct 2016 - June 2017

Senior Interactive Art / UX Director

Giant Creative Strategy - Feb 2013 - July 2016

- Creative team lead for healthcare responsive sites, CRM apps, and tradeshow interactives
- User research, UX artifacts, Information Architecture, wireframes and schematics

Senior Interactive Art Director

HAVAS SF - Aug 2012 - Feb 2013

- Lead creative on all Oncology, Cystic Fibrosis and Influenza prevention accounts
- UX / UI direction and support for business development and strategic pitches

Interactive Art Director

Zoomedia - Feb 2010 - Aug 2012

- UX and Creative Lead for healthcare sites and interactives, competitive analysis and strategy
- Content development, site maps and wireframes for desktop and mobile sites

SKILLS

STRATEGY: Product Roadmaps, Feature Development, Content Strategy, HCD, IA

RESEARCH AND UX: Interviews, Usability Testing, Personas, Prototypes

DESIGN: Responsive, iOS / Android Native App, Adobe CC, Abstract, Figma, Sketch, Zeplin

EDUCATION

B.S. Art Education, Art History Minor - The Pennsylvania State University