

Seasoned UX leader for over 15 years. I achieve business goals with successful and desirable customer experiences.

EXPERIENCE

Principal UX Designer

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

- 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

General Assembly, Seattle - Oct 2016 - June 2017

- Curriculum, instruction, and career mentorship for UX and Visual Design courses

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
- Team management, resourcing, planning, and vendor direction

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
- Team management, thought leadership, and creative direction for interactive group

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

Senior Interactive Designer

Signal to Noise Sept. 2008 - Feb. 2010

- Art direction and content creation for Apple iTunes promotional and seasonal campaigns
- Project scope and planning, daily management with Creative Directors and Accounts

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, Sketch, Axure, Zeplin

EDUCATION

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