

Highly empathetic, UX design strategist with 25+ years of exceptional product leadership and design experience. Extremely agile and adept at working with ambiguity. On-time execution of high quality, enterprise software which meets and supports the needs of the user. Visionary thinker, pragmatic problem solver and passionate about inspiring growth and personal development in teams by fostering a positive, inclusive culture in both my own teams but cross-functional teams as well.

Expertise

- Innovation and Strategy, Vision and Planning
- Collaboration and Critical Thinking
- Cross-Functional, Dispersed and Remote Team Mgmt
- Talent Development, Career Coaching and Mentoring
- Information Architecture, Interactive and Visual Design
- Web Accessibility and Responsive Design
- User-Centered Design, Design Thinking
- Design Systems
- Research, Usability Testing
- Agile Methodologies and Project Management
- Software Development Life Cycle (SDLC)
- SaaS and Enterprise Software Design

Experience

Edward Jones

2023 – Current

UX Department Leader for Design and Research; Vancouver, WA

Directing team leaders in the UX department who provide research and design support for the Digital Wealth Management and Client Products & Enablement digital portfolio groups. Leading people leaders responsible for design and research teams and helping find and nurture the best talent for our firm's portfolios of digital products. Senior leadership responsibilities include business resilience planning and creating annual financial plans for the entire UX department. Responsible for 5 team leaders and their teams of associates and contractors, 78 in total. I set strategic long and short-term departmental goals and created a process to intake, prioritize, assign and track all UX leader led initiatives and associated work. I motivate and inspire my team leaders, facilitate personal growth and establish adherence to company and industry regulations.

CDK Global

2018 – 2022

Director, UX / Fortellis and eLead CRM Products; Portland, OR

Lead multi-disciplinary team through the end-to-end design process: research, wireframes, high-fidelity designs, and validation testing. Provided strategic direction and B2B / B2C product vision and collaborated with numerous cross-functional teams comprised of Senior Leadership, Product, Engineering, QA, Dev Ops, Tech Writers, Implementation Specialists and Account Managers to design, test, and build a suite of tools enabling developers to build, test, and publish applications, and the APIs / integrations driving them. 6400+ dealers and dealer groups are consuming APIs through Fortellis with 2 million transactions logged.

KeHE Distributors

2017 – 2018

Senior UX / Digital Product Designer; Naperville, IL

Lead research and design of custom, web-based ERP system (KeHE CONNECT®) for 16 distribution centers across North America to meet the needs of both Suppliers and Retailers which included tooling for inventory creation and management, product promotion, dynamic role-based functionality to simplify complex pricing scenarios, manual and automated e-commerce transactions, order, and delivery tracking as well as transportation management.

Higi

2015 – 2017

Principal UX/UI Product Designer; Chicago, IL

Identified new features and UX improvements for a multi-platform, health and wellness application. Documented product and design requirements, provided support to remote and on-site engineering teams ensuring business, product and user needs were met. Designed and developed a design system bringing consistency across all platform form factors (touch screen kiosk, mobile web, iOS and Android applications) for a cohesive experience.

Reputation.com (formerly SIM Partners)

2014 - 2015

Senior UX/UI Product Designer; Chicago, IL

Designed B2C SaaS platform using machine learning and gaming mechanics to engage clients and their prospects at scale via an omni-channel experience. Worked with internal teams and customers to gather requirements, provided detailed documentation, wireframes, and comprehensive design layouts. Researched, designed, developed, and implemented a pattern library and CSS framework which made product-development more efficient and enabled all UX designers to create a consistent customer experience. Created clickable prototypes of new product features for pre-sales support and client presentations. Drafted test plans for future product features to ensure successful product releases. *Acquired by Reputation.com, 2018.*

The Global Leadership Network (formerly Willow Creek Association) 2007 - 2014

UX Design Lead / Front-End Developer; South Barrington, IL (2013 – 2014)

Engage International (WCA Subsidiary)

Led planning, development and design implementation for a new product offering, an e-commerce, order-processing and management tool. Established and implemented process for requirements gathering company-wide. UI and front-end development within a multi-disciplinary product team, provided direction to remote development teams. Designed, developed, tested, and led the creation of digital training curriculum, crafted quick start guides and led customer training sessions in the US and Canada. *Acquired by Gloop, 2014.*

Service Design and IT Project Manager; South Barrington, IL (2007 – 2013)

Willow Creek Association (WCA)

Managed company-wide technology projects and a team of eight. Oversaw web design, development and maintenance relating to UI/UX, event registration, and email marketing. Led strategic vision for a large Service Design project to innovate and improve internal and external operations for an annual leadership event serving hundreds of thousands of leaders globally. Completed project saved the organization 5 million dollars annually.

Birdview Technologies

1997 - 2007

Design Manager / UX & UI; Lombard, IL

Lead product vision, strategy and design execution of web-based, B2B and B2C SaaS tools. Managed two UX designers and an offshore development team. Focused on automated email marketing and campaign management, lead generation and tracking, property inventory and team management. Provided seamless data integration for third party providers and state agencies. Designed custom CMS and library of brand-specific content, highly customizable website templates and search engine optimization (SEO). Websites and content met all brand compliance requirements and process automation for email campaigns, lead assignment, and tracking increased productivity and overall conversion rates. *Acquired by Constellation Web Solutions, 2012.*

Education

- M.C.S. Human-Computer Interaction (Master of Computer Science) — DePaul University; Chicago, IL
- B.A. Graphic Design (Bachelor of Arts) — DePaul University; Chicago, IL

Professional Development

- Scaled Agile Framework (SAFe) Training
- Project Management Certification
- Pragmatic Marketing Certification: Foundations & Focus
- UserZoom Advanced Certification