




DESIGN PROGRAM MANAGER

CVS Health, Design Enablement
2022 - Present

LEAD EXPERIENCE ARCHITECT

Bottle Rocket | Ogilvy
Creative Agency & Consultancy
2018 - 2022, Clients include:

-  **Baylor Scott & White**
HEALTH
Co-Interim Director of Product Design, UX architect for public web and native apps, 2020-22
-  **SCL Health**
Lead UX architect for 1st gen native app in 2020
-  **Southwest**
Lead UX for iMessages, Travel Funds, Guest Mode, Login Optimization, and Low Fare Calendar in 2019-2020

ACCOMPLISHMENTS at CVS: Created process guidelines for helping designers overcome challenges within internal design org (450+) serving Rx, Health, Retail, and Aetna. Topics: Influencing Discovery, Aligning on Vision, and Addressing Subjectivity. Endorsed by VP of Design.

CLIENT RESULTS at Bottle Rocket:

- 300K+ patients began their health journey with Baylor Scott & White via MyBSWHealth in 2022
- SCL Health 1st gen native app recognized nationally for Best Digital Patient Experience in 2021
- Southwest Airlines raised app-store rating from 2.8 to 4.8 stars with 3.1M active users in 2018-20

METHODS

- Performing Discovery
- Industry & User Research
- Competitive Analyses
- Journey Mapping
- Wireframing
- Inclusive Design Collab
- Customer-Centric Visioning
- Prototyping
- Usability Testing

RESPONSIBILITIES

- Leading cross-functional UX design teams on complex and long-term client engagements
- Facilitating workshops with diverse stakeholders at all organizational levels
- Working publicly to gain alignment on vision, requirements, and customer experience goals
- Partnering with product & engineering to vet business viability & technical feasibility of ideas
- Synthesizing research, user insights, and requirements into compelling UX strategy
- Crafting Lo-Fi & Hi-Fi wireframing & prototyping to communicate desired future states
- Conducting and/or assisting with usability studies and providing actionable recommendations
- Collaborating with inclusive designers to create better experiences for all
- Soliciting and sharing constructive feedback, evaluating, and mentoring supporting teammates
- Managing scope, dependencies, and risks in Agile and mixed waterfall environments
- Finding creative paths through requirement ambiguity, project complexity, and API constraints

SR PROJECT MANAGER + CURRICULUM WRITER

Resources for Learning LLC
2015 - 2018

CLIENT OUTCOMES for CHICKEN SOUP FOR THE SOUL • TEXAS CULTURAL TRUST • CEDFA

- Developed technology-integrated fine arts curricula that is widely implemented across Texas
- Conceived and developed the UX for an arts+technology curriculum delivery platform
- Co-authored a suite of K-12 lesson plans to accompany stories about animal conservation

ATEC DESIGN INSTRUCTOR

University of Texas, Dallas
2013 - 2015

ACADEMIC ADVANCEMENT in ARTS, TECHNOLOGY & EMERGING COMMUNICATIONS
Taught "Basic Principles of Design" for budding game designers and visual artists while obtaining my PhD researching human computer interaction in videogames as a literacy of the body

SR DESIGN DIRECTOR

Assess Systems (Outmatch.com)
1998 - 2010

B2B UX DESIGN AMERICAN AIRLINES • CIRCLE K • RADIO SHACK • BRINKER • BLOCKBUSTER
Led design team crafting the original UX/UI for Assess and other SaaS psychometric assessment products. Pioneered the product evolution from print to multi-lingual digital platforms.











education

PhD, Arts & Technology
UT Dallas, May 2015

Master of Fine Arts, Dance
UC Irvine, Dec 1992

Bachelor's, Management
St Mary's College, Jun 1989

tools

-  Adobe CC
-  Airtable
-  Azure
-  Confluence
-  Figma
-  InVision
-  Miro
-  UserTesting
-  Sketch
-  Zeplin

skills

- Critical Thinking
- Design Thinking
- Discovery
- Distilling Complexity
- Human Centered Design
- Information Architecture
- iOS Higs
- Journey Mapping
- Lean Agile
- Material Design
- Persona Development
- Site Mapping
- Usability Testing
- User Flow Diagramming
- Visioning
- WCAG Compliance