

UX & LX Product Designer/Architect

Business value is created when you solve the right problems, for the right people, in the right way. I help product teams identify high-value user problems and design innovative digital product solutions that delight users.

SKILLS

- UX strategy
- Information architecture
- User research
- UI & Interaction design
- Prototyping
- Content strategy
- Data analysis

TOOLS

- Whiteboards and markers
- Post-its and Sharpies
- Mural & Miro
- Figma, Axure, Xd, InVision
- Sketch, Photoshop, SnagIt
- Adobe Creative Suite
- Google Apps & MS Office

METHODS

- UCD/UX processes
- Design thinking/Lean UX
- User journey & story maps
- Empathy maps
- Problem statements
- Collaborative design
- Hypothesis testing

EDUCATION

- M.S. in Instructional Design and Technology | Purdue University Global | West Lafayette, IN
- M.S. in Human Factors in Information Design | Bentley University | Waltham, MA
- B.A. in Professional Writing | Purdue University | West Lafayette, IN

WORK HISTORY

Product Design Architect

The Predictive Index | Westwood, MA (Remote)

Mar 2021–Current

- Collaborate with product teams and product science experts on PI's talent optimization platform
- Liaise w/ product managers and engineers to optimize and evolve design processes and systems
- Mentor and support platform teams in design processes and systems
- Design and deliver reusable and portable solutions to recurring problems
- All virtual activities performed remotely via Zoom and Miro

Senior UX Designer (Contractor)

Hays | Tampa, FL (Remote)

Jul 2020–Oct 2020

- UX design and research for enterprise compliance portal application
- Facilitated user journey mapping and story mapping collaboration sessions
- Planned and conducted stakeholder and user interviews, both internal and external

Lead UX Designer & Researcher

Kaplan Higher Education | Ft. Lauderdale, FL

Mar 2018–May 2020

- Led user experience design and research of all student-facing applications
- Managed a small team of outside design resources
- Directed efforts to increase conversion of mobile-first student application funnel
- Built a design system comprised of Sketch libraries and web components

Senior UX Architect (Contractor)

Office Depot (via Aquent) | Boca Raton, FL

Sep 2016–Jan 2017

- Led UX research for e-commerce for both B2C and B2B, web and mobile
- Partnered with agile teams to discover research needs and develop relevant research studies
- Analyzed accessibility reports, resolved false positives, and directed remediation efforts

Senior UX Designer

TenMarks - an Amazon company | Burlingame, CA

Oct 2014–Jun 2016

- Led the design of the EdTech experience for teachers for both web and mobile
- Validated user goals and problems to ensure team solved the right problems
- Prototyped, iterated, and tested designs with increasing fidelity to ensure viability and usability

Senior CX Interaction Designer

Wells Fargo | San Francisco, CA

Dec 2013–Oct 2014

- Led the mobile-first responsive design efforts for bank's digital payments experience
- Led product team through all phases of the design process to arrive at optimal solutions
- Annotated designs to include accessibility recommendations for developers

Senior UX Designer

Workday | Pleasanton, CA

Jan 2013–Aug 2013

- Designed HR software for all platforms/devices and for a wide range of target users
- Distilled complex problems into simple, elegant, and delightful user experiences

Senior UX Designer

Vendio - an Alibaba company | San Mateo, CA

Jan 2011–Jan 2013

- Designed highly usable SaaS e-commerce applications as a UX team of one
- Validated requirements and designs via user research and participatory design sessions

Senior CX Interaction Designer

Wells Fargo | Charlotte, NC

Sep 2007–Aug 2010

- Designed, prototyped, and validated customer experience solutions for online banking
- Employed user-centered design (UCD) methodology to create industry-leading designs

Task Manager & Front-end Developer

Lockheed Martin | Baltimore, MD

Jun 2005–Mar 2007

- Managed a team of software developers and client relationship with SSA
- Developed UI of .Net enterprise security access workflow application

Accessibility & Development Training

Consultant | Sunrise, FL

Aug 2000–Jun 2005

- Created eLearning content and conducted training on a variety of A11y topics
- Provided A11y consulting services to a variety of government and higher education clients
- Performed accessibility audits, both manual and automated, to guide remediation efforts
- Worked with clients' project teams to coordinate accessibility training, testing, and remediation