

Essentials

Passionate designer and collaborator who connects business and technology to create rich, engaging and effective digital experiences, from concept through execution

- Deep expertise in all aspects of user-centered design
- Skilled in solving highly complex problems and gaining stakeholder alignment across multidisciplinary teams
- Synthesize insights from user research and business strategy into actionable and effective design solutions

Experience

McAfee / Intel Security

Senior UX Design Lead, Enterprise UX

May 2016 – Present

- Lead UX designer for Endpoint Security corporate product suite, as well as cross-solution software/upgrade experience in administrative management console
- Create user flows and low/medium/high fidelity design mockups and prototypes for highly technical and complex workflows
- Partner with UX team leadership, engineering and product management to define and prioritize requirements that improve the customer experience and increase NPS
- Participate directly in generative and evaluative customer research to support all design projects, and to better understand highly sophisticated security professionals

Intel

User Experience Architect/Lead

September 2014 – May 2016

- Define the end-to-end user experience for wireless display technology and associated software applications
- Drive strategic experience discussions with senior business, marketing and technology leaders
- Continuously evaluate and improve experiences by planning and conducting end user testing and eliciting feedback directly from OEMs and deployment customers
- Work with multiple stakeholders in an Agile/Lean environment to meet challenging project milestones while advocating for the best user experience

SapientNitro

Manager, Experience Design

March 2011 – September 2014

Select clients: John Deere, Hyatt, Target, Kimberly-Clark Healthcare, Amway, Supervalu

- Lead experience designer on multiple global accounts, which involved collaborating with senior-level clients and team members to concept, design, validate and execute multi-channel digital experiences
- Oversight and guidance over multiple creative team members, including mentoring and career development for direct reports
- Contribute to proposal efforts, including 5 successful new business wins in 2 years

Arc Worldwide/Leo Burnett
Senior Interaction Designer

March 2008 – March 2011

Select clients: Altria Group, Marlboro.com

- Led UI design for Marlboro.com, a site with monthly content and functionality updates. Projects include both heavily experiential and transactional interfaces
- Designed multiple site promotions (sweepstakes and contests) that resulted in driving over 1 million site registrants since launch in February 2009
- Planned and executed user research, concept ideation, solution modeling, detailed documentation, and planning and conducting usability testing

Accenture
User Experience Consultant

May 2006 – March 2008

Select clients: Miller Brewing Company, Internal Revenue Service, AllianceBernstein, Disney, St. Jude Medical Center, BP

- Directed design teams in defining information architecture and creating user interface design for clients by following user-centered design methodologies.
- Planned and executed user research, facilitated and conducted formal usability testing, and gathered functional and user requirements
- Functioned as communications lead for user experience group by promoting and evangelizing user experience and user-centered design methodology within Accenture
- Assisted in new business proposal efforts

Expertise

End-to-end user experience definition
Agile/Lean methodology
Experience modeling and customer journey mapping
Information architecture and navigation schema
Interaction models and flows
UI and interface copywriting
Workshop facilitation and planning
Stakeholder/user interviews and requirements gathering
Generative and evaluative user research
Paper/interactive prototyping (Axure and Invision)
Formal and guerilla-style usability testing

Education

Master of Science, Human-Computer Interaction
DePaul University, Chicago, June 2007

Bachelor of Fine Arts, Art History
University of Illinois at Urbana-Champaign, June 1996