

Essentials

I am a full-service senior UX designer specializing in solving difficult problems and creating simple, powerful user interactions. I have 18+ years of user-centered design experience in technology, corporate and agency environments, across a diverse set of industries and mediums.

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

Intel

User Experience Architect/Lead

September 2014 – May 2016

- Defined the end-to-end user experience for wireless display technology and associated applications in an Agile/Lean environment, and met challenging project milestones while advocating for the best user experience
- Drove strategic experience discussions with senior business, marketing and technology leaders
- Continuously evaluated and improved experiences by planning and conducting end user testing and eliciting feedback directly from OEMs and channel partners

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
- Contributed 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, with 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 managed 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  
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  
Agile/Lean methodology

## 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