

**Essentials**

Passionate designer and collaborator who connects creative, business and technology to create rich, engaging and effective digital experiences.

- Lead the definition and execution of design from concept through execution
- Possess expertise in all aspects of user-centered design
- Synthesize insights from research and brand strategy into compelling stories and actionable, effective design solutions.

**Experience**

**Intel**

**User Experience Architect/Lead**

**September 2014 – Present**

- Define the end-to-end user experience for wireless display technology and associated software applications
- Continuously evaluate and improve experiences by conducting end user testing and eliciting feedback directly from OEMs and deployment customers
- Drive strategic experience discussions with senior business, marketing and technology leaders

**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
- Plan and facilitate user-centered design and requirements-gathering workshops with clients and stakeholders
- 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/rapid/interactive prototyping  
Formal and guerilla-style usability testing  
Estimation, planning and scope management

## 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

## Extras

Interaction Design Association  
Chicago Women of Design and UX  
Custom jewelry designer (auralesque.com)