

## Creating memorable experiences.

Product strategy and user experience design leader with a passion for creating amazing experiences that are simple, elegant, and meaningful.

### Fanatics, Inc.

#### Director, Product Design and User Experience 2014 - Current

Provided hands-on design and creative direction for the successful redesigned launch of the Fanatics experiences. Member of leadership team responsible for creation and rollout of corporate rebranding. Growing, mentoring, and managing a team of User Experience, Interaction and Visual Designers, and Researchers responsible for 3 native apps across 2 platforms, responsive web experiences, and enterprise tools.

### Zappos Labs (Zappos, Inc.)

#### Product Strategy and User Experience Manager 2011 - 2014

Responsible for product strategy, roadmap, and user experience across platforms and devices to deliver new and innovative experiments in retail; inspiring the future of Zappos. Grew idea, defined vision, and launched Glance by Zappos and Zappos Now (ZN). Led a team of User Experience, Visual Designers, and Product Managers.

### 120 Movements, Inc.

#### Founder and Principal 2004 - 2011

120 Movements is an interactive agency combining strategy, design, and technology to deliver compelling and intuitive user experiences that meet the needs of businesses and their customers.

#### Sample Clients

##### CNN

Worked with CNN Digital leadership team to develop a strategic approach and guidelines for a future CNN online experience extending across many different devices and platforms.

##### Smart Design

Led design efforts for Music and Support applications on Logitech Revue with Google TV. Worked closely with client and project teams from concept through testing and support.

##### Wells Fargo

Worked with the Customer Experience and product teams leading customer experience initiatives for the Wells Fargo/Wachovia merger, Online Banking, and Bill Pay platforms.

##### Intuit

Worked with Quickbooks, Quicken, and Strategy and Innovation teams to plan, design, and support new product releases. Advisor on specialized team focused on new business acquisitions and future product development.

##### Yahoo!

Worked within the Search & Marketplace team to develop product design direction and design for Yahoo! Shopping.

### Goodby Silverstien & Partners

#### User Experience Designer and Account Planner 2002 - 2004

Responsible for user experience of Saturn.com as well as HP consumer and enterprise campaigns. Worked to ensure these experiences met the needs of the customer, the client, and integrated effectively with offline campaigns.

### Razorfish

#### Information Architect 2000 - 2002

## SPEAKING

### Warm Gun

Talk: Designing for Retail: Eliminating UI for Mobile Optimization.

### PSFK Future Of Retail Conference

Talk: Experimenting with Omni-Retail.

### SAP Retail Forum

Panel: Leadership in Retail: Capitalizing on Key Trends in Retail to Capture the Customer's Imagination.

### Digiday Retail Summit

Talk: How Social Media is Transforming E-Commerce.

### RE:DESIGN UXD

Talk: What We Can Learn from Disruptors.

## AWARDS

**Webby** Finalist, Mobile & Apps Shopping

**One Show** Merit, Interactive

**How Interactive Design Annual** Merit, Consumer Websites

**The American Business Awards** Best Online Campaign

**Flash Forward** Finalist, Motion Graphics

**Clio Awards** Short List, Internet Advertising

## PRESS

**Zappos Labs: The Frontier Of Online Retail Is Curation**

PSFK

**Achieving Customer Satisfaction Across Channels**

PSFK

**Zappos' Social Shopping Platform Curates Product Recommendations**

PSFK

**Glance Is Zappos's Gamble On Curated E-Commerce**

Fast Company

**Q&A With Zappos Labs on the Future of Shopping**

Mashable

**Zappos re-imagines the magazine via the iPad**

Internet Retailer

## NOTABLE

Recent member of TheSecondOpinion Board of Directors

Listed inventor on patents: US7913173 and US8156422

Graduate Instructor, Academy of Art University - Web Design & New Media

## PERSONAL PASSIONS

When I'm not working, I'm probably tangled in a yoga pose, hiking in the Sierras, or traveling in a far off country!