



I'm an experience designer and creative consultant. Applying UX research, strategy, and design, I help clients build better products, services, systems and events. I also consult on operational strategy, process optimization and capability maturity. I use critical inquiry, design-thinking methods and collaborative techniques such as improv theater, embodied cognition and storytelling to help people achieve deeper connection, coherence and integrity in their work.

### 01.2010 - Present: Independent Designer & Consultant

#### **[NDA] Fortune 100 tech company enterprise CMS system design, process and practice leadership**

- Led a large-scale, mission-critical product design and development engagement.
- Collaborated across disciplines and tiers of management to iterate design and deliver quality work under pressure.
- Mentored creative leadership for the UX and BA teams through workshops, and modeled those skills as a project lead.

#### **Duke Health.org Brand & Experience Integration Strategy and Roadmap**

- Delivered strategic and tactical brand & UX analysis across the portfolio.
- Designed a workflow system for knowledge and content management.
- Co-produced an improvement roadmap for all web properties within the DukeHealth.org ecosystem.
- Educated the client on the required infrastructure and resources to build and maintain their system.

#### **[NDA] Fortune 100 entertainment company e-commerce site redesign**

- Working closely with 3 other designers, I co-delivered an elegant, optimized, tablet-friendly site design.
- Translated the design vision & principles from discovery into new flows, page designs, and interactive elements.
- Added innovative storytelling features into the shopping experience, and a patented video greeting feature.
- Delivered a roadmap of innovative features and interactivity to infuse the brand's "magic" into the site experience.
- Educated the client on the infrastructure required to build out the site strategy and roadmap.

#### **Microsoft Style Guide for sub-brand web properties**

- Translated the new Metro design aesthetics and principles into mobile-friendly web patterns.
- Co-developed guidelines to standardize the aesthetic and interactive experience of all websites under microsoft.com
- Defined, wrote, designed and illustrated examples of design principles, patterns, templates, widgets and behaviors.
- Ensured consistency across independent marketing and design vendors' sub-sites and landing pages.

#### **Rackspace web ecosystem strategic audit**

- Performed an expert audit on the global ecosystem of Rackspace websites.
- Identified improvements to usability, content integration, conversion rates and brand representation across all sites.
- Delivered an in-depth health scorecard with annotated screenshots.
- Provided an actionable list of short & long term strategic and tactical improvements.
- Helped client understand the need for editorial oversight to drive brand expression across the ecosystem.

#### **Salesforce.com web brand integration**

- Evaluated user experience across all web properties and acquisitions with a site audit and expert interviews.
- Co-created a strategic roadmap for delivering a holistic site experience.
- Mentored client on change management, defining next steps and key staffing targets to support the strategic plan.

#### **Europe Vacations website redesign**

- Led the brand and user experience revamp for a popular travel research and booking system.
- Performed multiple rounds of research and analysis.
- Worked with executive team to clarify and define content and design strategy; delivered an actionable roadmap.

#### **CEB / Corporate Executive Board web experience**

- Ran client workshops and user research, covering a large, complex range of personas, scenarios and content offerings.
- Worked with practice leads to identify opportunities to coordinate operational efforts across departments.
- Co-created a site architecture, experience model, framework and experiential style guide
- Standardized the experience across all product domains and divisions for this prominent executive knowledge site.
- Co-designed key site sections as examples to model the process framework, design principles, and brand personality.
- Planned, designed and ran usability studies to validate designs.

## 04.2008 - 12.2009: Senior User Experience Designer, Produxs

### **Kodak / Carestream dental practice software brand integration**

- Standardized user experience across regional practices, EMR system for the world's largest dental software provider.
- Planned and performed contextual research on-site in US and Europe markets.
- Delivered a strategic framework, design principles, patterns, sample interfaces and best practice guidelines,
- Designed example software, imaging and EMR modules, and mobile design.
- Directly facilitated support and adoption among product development teams worldwide.

### **Educational e-reader interface design**

- Designed a digital reader device to place all textbooks and supplemental materials at a student's fingertips.
- Created scenarios, personas, product strategy, screen and workflow design.
- Designed the experience for in-book, annotation and content library on the device.
- Designed a web-enabled desktop component to download, purchase and manage e-books.

### **Babylegs small business e-commerce site redesign**

- Provided research, analysis, and design of a growing e-commerce website.
- Defined personas, analyzed common task flows for friction and breaks in the experience
- Delivered optimized task flows and wireframes.
- Time on site was increased by 80% and purchase conversions by over 400%.

## 04.2007 - 03.2008: User Experience Lead, Saltmine / Enterworks

### **PlayNetwork AMS media management interface design**

- This media delivery service wanted to liberate account managers from manually programming customer sites.
- Researched and designed a Java-based customer-facing programming interface.
- Content for regions and complex playback patterns programmed through a calendar, timeline and media editor.
- Drag-and-drop planning interface with with a sophisticated content management system and backend biz logic.
- Empowered end users to manage music and advertising with intricate zoning and programming logic in a simple UI.

### **Intel.com environmental responsibility site IA and traffic strategy**

- Intel wanted to better communicate its rich history green initiatives to a larger percentage of industry influencers.
- Researched and created personas, flows, and information architecture.
- Developed an audience-specific navigation strategy to drive visitors through the Intel site to the environment page.
- Guided the client to refine how personas informed strategy for driving traffic to the site, online and offline.

## 05.2006 - 04.2007: Senior Experience Designer & Researcher, Microsoft

### **Windows Live Calendar research & strategy**

- Microsoft Windows Live Services wanted to create a competitive service to Google's web offerings.
- Customers were not impressed with Live Calendar's "me too" design. The team needed a fresh approach.
- Planned and ran an extensive ethnographic and diary study on calendaring habits of 12 targeted test subjects.
- Delivered strategic insights and product recommendations, identified key features and underserved market needs,
- Outlined requirements and product ideas for the PM's to deliver a clear competitive edge over Google Calendar.

## 06.2002 - 04.2006: UX Practice Lead, Senior Interaction Designer, Quark

### **Quark UX Design practice lead and evangelist**

- Served as practice lead, establishing guidelines and frameworks for the UX practice, and mentoring the design team.
- Practice development included ethnography and guerrilla research, applying research to design, conceptual modeling, and effectively representing and defending UX design to other stakeholders.
- Designed an agile UX design process to work with teams of varying sizes, configurations, and geographic locations.
- Established effective collaborative relationships with senior leadership across disciplines and management strata.
- Successfully championed UX practice in the product lifecycle with product management and development leadership.

### **Quark Editorial Publishing System strategic redesign**

- Defended Quark's market share in the publishing industry with a complete overhaul of the system's user experience.
- Facilitated user research and focus groups in New York and Europe with 23 of the world's leading editorial publishers.
- Employed contextual inquiry, agile development and rapid prototyping to deliver successful designs.
- Leveraged QuarkXPress' advanced content features to optimize workflow support.
- Innovative features included portable workflow widgets and email integration for content creation in the field.
- The result was (and still is) the only editorial system that supports the entire article creation and publishing lifecycle, from field concepts to publishing, multi-format distribution, archiving and reuse.