



20+ years experience as a *'full-stack'* designer, developing creative strategies and executing successful solutions for digital products.

Creative thinker skilled at providing elegant solutions for user experience design, visual design, data visualization, branding, marketing, and motion graphics. Seasoned in management of lean creative process from strategy to execution.

Team leader experienced in building, leading, and nurturing multi-disciplined creative teams of UX and visual designers, photographers, illustrators, animators, and front-end developers. Hands-on approach to creative direction, while empowering team members with ownership and accountability.

Communicator excelling in cross-team collaboration. Well-versed in design principles, front-end engineering, information design, information architecture, UX design, and user testing.

CAREER HIGHLIGHTS

ThumbJive, Independent Contractor

Apr 2018 - present

Designer for a startup comprised of seasoned product developers and entrepreneurs. ThumbJive's debut product, JiveWorld, is a mobile app for language learners wanting to achieve native level listening fluency in a foreign language.

- Developed the UI, visual design, and working prototypes for the the app's first content partner, Radio Ambulante, an NPR (National Public Radio) affiliate.
- Worked seamlessly with remote teams across 3 continents, providing UI and design specs.
- Designed in iterative cycles, in collaboration with engineers, to test tech capabilities when paired with UI experiments.

MDsave, VP of Design

Jul 2015 - Mar 2018

First design hire, brought on to lead design efforts for MDsave, an early stage startup whose healthcare bundling technology platform enables an open healthcare marketplace for patients with out-of-pocket costs.

- Brought new products to market for employers, PPOs, and providers – increasing MDsave's customer base by 700%.
- Revolutionized antiquated workflows for hospital admins and accountants through intuitive UI and automated processes, resulting in 33% YOY increase in POS collections.
- Worked alongside executive team in efforts to grow business and awareness through visual storytelling and information graphics in presentations and RFPs.
- Hired and managed all full-time and contract UX, visual, and marketing designers.

GoodGuide, UL, UX Director

May 2014 – Jul 2015

Led UX Design for GoodGuide, a consumer advocate product owned by UL, which provided information on health, environmental, and social performances of products and companies – and PurView, a B2B platform utilized by anyone along the supply chain to measure the sustainability of their supply chain.

- Designed custom data visualization solutions for clients including *Target*, *Method*, *CVS*, and the *SAC*.
- Designed the first revenue-generating advertising opportunities on GoodGuide for *Target's* Made to Matter campaign, and *Amazon's* 2015 Earth Day campaign, with product recommendations featured on retailer's site.
- Created sales and marketing collateral for digital, print, and events.
- Integrated lean UX design cycles into development process, with user interviews, iterative prototypes, and user testing.

AOL, Principal Designer

Sep 2013 – May 2014

Principal designer for user experience and visual design of several initiatives within the Brands Division of AOL. Shaped customer experience, developed visual language, and collaborated with engineering to develop innovative products.

- Principal UI designer for innovative publishing tool, developing the visual language and design specs.
- Led UX and visual design for several products across the AOL network.
- Practiced Agile development process for iterative design cycles.

Wired.com, Condé Nast, Director of UX

Oct 2007 – Sep 2013

Responsible for all aspects of the user interface and visual design of Condé Nast's award-winning website, Wired.com. Oversaw the conceptualization, mockups, UI specs, and visual guidelines for all product design.

- Customized UI and visual design using third party content platforms including WordPress and MediaWiki.
- Monitored web analytics to identify traffic patterns and opportunities for improvement.
- Partnered with sales team to develop new streams of revenue through integrated sponsorship programs.

CNET Networks (now CBS Interactive), Managing Art Director

Jan 2003 – Oct 2007

Led a multi-disciplined team of designers for CNET.com, CNET Reviews, News.com, and Download.com, focusing on product development as well as consumer, industry, and sales marketing.

- Developed time-saving processes for creative and product teams, while deploying user-centric design methodologies.
- Collaborated with partners including MSN, ABC, CBS, ESPN, and Best Buy, to build co-branded experiences.
- Developed workflows and UI for internal tools to improve editorial processes.

EDUCATION

The College of New Jersey (*formerly Trenton State College*), 1996. BFA in Graphic Design, Computer Graphics

SKILLS

Design. Interaction Design, Visual Design, Storyboarding, Wireframing, Prototyping, Usability Testing, Illustration.

Tools. Sketch, Adobe CS (Photoshop, Illustrator, InDesign), PowerPoint, Keynote, OmniGraffle, Balsamiq, Invision, Flinto.

Development. CSS, HTML, JavaScript.

REFERENCES AVAILABLE UPON REQUEST