



## OVERVIEW

For years I have been committed to forming strong business relationships built on the delivery of functional and intuitive products that provide unique experiences with proven value. A focus on UX leadership, creative direction, client management and emerging technologies has provided international exposure and a multitude of opportunities to foster innovation for clients across several industries.

## SPECIALTIES

- Leading Ideation, Workshops, Client Engagement
- Heuristic Evaluations, Content Audits
- User Journeys, Persona Development
- Information Architecture, Wireframes
- Concept Development, Creative Direction
- Visual Design, Branding, Data Visualization
- Cross-Device Experiences
- Interaction Design, Prototyping
- Usability Strategy, User Research & Testing
- Design Systems, Style Guides

## KEY ABILITIES

- Manage User Experience team and oversee cross-functional teams
- Strong project leader and people management skills as well as an individual contributor
- Ability to effectively collaborate in a team environment
- Demonstrate strong appreciation and knowledge of fundamental design principles and best practices
- Creation of hands-on high-end, innovative interfaces and experiences
- Passionate about the quality of my work
- Well versed in technology developments across multiple platforms
- Deep understanding of the client's business goals, brand strategy and product vision
- Ability to lead ideation sessions with project teams
- Proven workshop facilitation and consensus building skills
- Strong communication and presentation skills to clients

## WORK EXPERIENCE

### UX Architect & Product Design Lead Consultant

Jan 2019 - Present

#### Greater Philadelphia Area

- **Shift4 - Restaurant Kitchen Display System App:** Native app, Large 21" display, designed to optimize the way a kitchen operates by streamlining communication, controlling the way food is routed, and providing a real-time view of all kitchen information.
- **Shift4 - Restaurant Customer Facing Display App:** Native app, tablet, designed to provide itemized order information to customers without interrupting payment flow.
- **Shift4 - Restaurant QR Code Mobile Ordering & Payments App:** Web-based QR code mobile ordering and payments allow customers to order and pay at a restaurant by scanning a QR code with a smartphone.
- **Shift4 - Restaurant Management App:** Native app, provides a wide variety of robust, real-time reporting and analytics. Designed to help improve efficiencies and reduce costs at either single or multiple restaurant locations.
- **International Media Investments - The Summit News App:** Web-based and native app, democratized news intelligence platform, providing leading figures in politics and business with information and research needed to power their decisions.
- **Prudential - Retirement Planning Products:** Retirement planning solution products and services for Prudential's clients and customer service.
- **Springboard Retail - Point of Sale and Customer Relationship Management App:** Native app, tablet, Point of Sale and Customer Relationship Management for retailers.

### Principal UX Architect & Design Lead Adobe

Mar 2016 - Sep 2018

#### Greater Philadelphia Area

UX and UI design lead for a variety of cross-industry product, web and mobile based projects that leverage Adobe's creative, digital marketing, content management and analytics solutions.

- Advocate user-centered design process that results in effective, strategy-driven design solutions that delight and inspire.
- Facilitate client and stakeholder presentations, lead workshops and help develop digital strategy and road map.
- Conduct and develop a broad range of UX deliverables including heuristic evaluations, user research, user journeys, information architecture, wireframes and rapid prototypes.
- Conceive and design powerful presentations of ideas, concept development, creative direction and hands-on visual design for screen layouts, navigation systems, interaction models and user interface elements.
- Produce development-ready assets, design annotations/specifications.
- Collaborate with interdisciplinary project teams, working with project management and engineering to implement designs into development.

**Clients include:** Barclays, Boston Scientific, CNN, Discover, FDA, Goodyear, Marriott and Pink

### Senior UX Designer Tigerspike

Jan 2014 - Mar 2016

#### Greater Philadelphia Area

- Lead UX workshops with clients by creating brainstorming exercises and hands-on activities.
- Collaborate with core team all user research initiatives by collecting, analyzing and documenting user feedback.
- Develop and communicate design decisions and rationales for clients, users, design teams and developers via storyboards, mockups, and prototypes.
- Produce various UX deliverables including information architecture, user flows, wireframes, visual design, prototypes and style guides.

**Clients include:** ADP, DirecTV, Elsevier, IHS, Kaiser Permanente and Telstra



## BRANDS

20th-Century Fox, Accenture, Adobe, ADP, American Express, Andersen Consulting, Aranesp, AT&T, Barclays, Billboard, Boston Scientific, Charles Schwab, Chevron, Cingular, Citibank, CNN, Coors Brewing, CSFB Direct, Diageo, DirecTV, Discover, Elsevier, Food & Drug Administration, Fleet Bank, Forbes, Ford, Goodyear, IFC, IHS, Intel, Kaiser Permanente, Lexus, M&M Mars, Marriott, MCI, Microsoft, Mobil, Morgan Stanley, Motorola, Paramount, Pink, Scripps Network, Sears, Shell, Showtime, Songza, Telstra, United Airlines, Volvo, Worldcom, Xerox

## AWARDS

### 2013 Investor Relations Society Awards

- Shell Investor Relations and Media App

### 2013 Digital Impact Awards

- Shell Investor Relations and Media App

### 2012 British Medical Association's Medical Book Awards

- Elsevier Netter's Anatomy Atlas App for iPad

### 2011 Integrated Marketing Awards

- Microsoft "Make Education Great" website

### 2009 The Webby Awards

- TheLadders.com website

### 2005 The Webby Awards

- Adobe Photographers Directory website

### 2002 @d Tech Awards

- Intel Macroprocessing online ads

### 2001 Cannes Lions Cyber Awards

- Intel Gigabit online ads

## EDUCATION

Montclair State University College of the Arts

- Fine Arts: Graphic Design

## WORK EXPERIENCE

### Design Director

Tigerspike

New York, NY

Nov 2010 - Jan 2014

- Lead UX team responsible for product strategy, creative direction and interaction design.
- Produce enterprise and consumer products for multi-devices and platforms. This includes native apps for iOS and Android, mobile websites and kiosks.
- Engage with clients to define brand strategy, user insight, design requirements and presenting creative.
- Defining accurate documentation for UX standards, best practices, design patterns, style guides and asset delivery.

**Clients include:** American Express, AT&T, DirecTV, Elsevier, IHS, IFC, Kaiser Permanente, Scripps Network, Sears, Shell, Songza and 20th-Century Fox

### Senior Art Director

Time Inc.

New York, NY

Feb 2010 - Aug 2010

- Strategized and collaborated with the Marketing team to create programs for various clients to help generate revenue and create brand awareness through unique cross platform experiences. Conducted ongoing research to target new customers and increase client marketshare. Managed and led creative teams.

**Clients include:** Dove Chocolate, Ford, Microsoft and Snickers

### Senior Art Director

Consultant - Grey Healthcare Group, J Walter Thompson, MCGarrybowen, MRM  
New York, NY

Apr 2009 - Feb 2010

- Focused on strategy, creative direction and execution for cross platform and verticals. This includes mobile, web, social networking and online advertising. Concept development and execution of client pitches.

**Clients include:** AdWeek, Billboard, The Hollywood Reporter and Inmusic

### Creative Director

TheLadders.com

New York, NY

Oct 2006 - Apr 2009

- Strategic concept development, creative direction and execution for domestic and international websites for job seekers and recruiters. Responsible for marketing initiatives including emails, online advertising and print collateral ensuring alignment with brand and corporate image. Managed and mentored members of the creative team.

### Senior Art Director

Consultant - Foote Cone & Belding, Garrigan Lyman Group, Razorfish, VML  
New York, NY

May 2005 - Sep 2006

- Responsible for website concept development and art direction for various clients. Strategized and art directed online advertising campaigns. Design lead for client pitches.

**Clients include:** Baileys Irish Cream, Chevron, Jose Cuervo, Evian, Guinness, Hampton Inn, Mobil, Morgan Stanley, Motorola and Volvo

### Associate Creative Director

Euro RSCG

New York, NY

Sep 2000 - May 2005

- Responsible for creative development and execution of global websites and online advertising campaigns. Managed Creative team, including Copywriters, Art Directors, Designers and Developers.

**Clients include:** Adobe, Aranesp, CSFB Direct, Evian, Fleet, Forbes, Intel, MCI, Charles Schwab and Worldcom