



## SENIOR LEADER, EXPERIENCE DESIGN

### SKILLS & METHODS

#### Design Leadership

Entrepreneurial Drive

Strategy, Vision

Leading Change

Installing & Growing High Performing Teams

Influence Building Communications: executive, presentation, writing

Program & Project Planning, Roadmaps

#### Innovation

Fostering Creative Risk

Design thinking

Responsive Design &

Universal Design

Clearing the Way to Invent

Facilitating Workshops and Design Sessions

#### UX Methods

Agile, Lean UX

Accessibility Specification & Analysis

Information Architecture

Usability

Experience Design

Prototypes, Low-High Res

Game Design

Journey Maps, Personas

Data Visualization Actionable Data

#### Platforms & modalities

Mobile & Tablet

Web, Native & Hybrid

iOS, Android & Microsoft

### EXPERIENCE

#### Product & Experience Design Senior Leader, Strategist

May 2020 –

Engage with Initiatives by bringing together compelling, disruptive product design, practice & team leadership, vision and strategy definition & execution.

I have an irrepressible passion for fostering and productively applying the art and craft of creating new, meaningful & satisfying experiences fed by my constant curiosity and drive to learn everything – Particularly where there's a challenge to accepted best practices & world-class claims at-hand.

My experience spans small to large multi-year product design efforts and their continued evolution & support.

My value is that I've learned from all those experiences, evolved my skills & enriched my talents, adding real value to organizations' offerings.

Industries include Educational Technology, Retail (Customer & Employee-facing), Consumer Financial, Federal Government, Enterprise operations.

Companies include Best Buy, U.S. Bank, FedEx, Allianz, 3M, FHWA, Edmentum.

#### User Experience Manager, Senior Design UX Lead

Edmentum (Jan 2012 - March 2020)

- Powered record-breaking customer renewal rates and Net Promoter Score by spearheading two major product re-designs and the creation of two entirely new products - **one of which was an invention from my team.**
- Created and collaborated on core product vision and roadmaps. Led cross-discipline teams to bring solutions to the leading edge of Experience Design - User-centric-design is my language
- Championed the strength and efficacy of the team, winning the right resources, time, training, and space needed to deliver best-of-class innovations.
- Grew and led the UX team to create and promote a unified, comprehensive Interaction and brand experience across products and platforms.
- Created, nurtured, and protected a design environment which embraced experimentation and innovation - always looking for the intersections not yet discovered.
- Designed and conducted Usability studies ranging from remote interviews to controlled/moderated lab testing to going to schools across the country, testing educators and students (k-12).
- Led the Accessibility program for the UI and collaborated on policy and practice specification. Represented company as a Minnesota Department of Education Accessibility Cohort member. Also received training directly from the Federal Department of Education and Federal Digital Accessibility Policy Chair.

#### Senior UX Design Lead

Edmentum (July 2012 - Jan 2016)

- Led design activities for multiple projects, ensuring all partners in the development process had what they needed from the UX team.
- Researched, analyzed, and successfully translated customer requirements into defined specifications.
- Created a higher collaboration level between Product Managers to translate business and marketing goals into the best software solutions in our business
- Designed and maintained UX artifacts, such as: Wireframes, Mock-ups, Lo-High-res prototypes, Style Guides Defined innovative user interfaces and interaction styles which resulted in improved user productivity
- Conducted end user needs assessment and task analysis using appropriate techniques, e.g., interviewing, User testing (lab, remote), ethnography, site usage data analysis, etc.

#### Consultant, UX/XD

Independent (May, 2011 - Sep, 2011)

Served clients in the marketing and fulfillment spaces. Work included system design and UX branding

#### Manager, User Experience (4 teams, 23 people)

U.S. Bank (Oct 2006 to Dec, 2010)

- Drove customer and revenue growth through directing and shaping retail, commercial and payments product experiences - directly and via team building and development.
- Achieved effective UX/ CX strategic influence at the earliest stages of business planning.
- Relentlessly challenged myself and my teams to find and deliver powerful innovations, designs, and

prototypes. My team created, tested, and specified the bank's first releases of mobile banking - winning industry recognition in the process.

- Led inception and implementation of UX strategy, design, and standardization for the bank's digital properties.
- Managed several UX programs, delivering State-of-the-art product designs by growing high performing UX and UI teams.
- Practiced, fostered, and energetically promoted User Centered Design tenets to evolve the bank's customer relationships via the highest-level influence in business strategy, planning, process design, project formulation and specification-level design fulfillment.

### Co-owner

Loose Change, LLC. (May 2005 - Sep, 2006)

### Information Management Spec

United States Federal Government (Apr, 2002 – Apr, 2005)

### Interactive Dept. Manager

Concept Group, Inc. (Apr, 2001 – Apr, 2002)

### Senior Project Manager, Contract

Allianz Life (Sep, 2000 – Feb, 2001)

### Senior Producer, Lead IA

Techies.com (Jul, 1997 – Aug, 2000)

### Product Lead e-Docs, Project Manager

Merrill Corporation (Oct, 1990 - April, 1997)

