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Summary

Currently hold 8 years developing best interaction practices for online consumers via sound design methodologies that clearly meet user needs. More recently, defining user experience direction for ad campaigns and their digital engagements. Excellent communicator, designer, and collaborator. Efficient, motivated, and positive.

Clients

| | | |
|-----------|------------------------|---------------------|
| Microsoft | Windows Mobile | PhotoBucket |
| HP | Office Real Life Tools | Mitsubishi Electric |
| Intel | Zephyr | Ricoh USA |
| Zazzle | Qik | PCI Express |

Experience

Jun 2008 - Present **Sr. User Experience Planner** **McCann Erickson**

Initially freelancing as a hybrid Interaction Designer and User Experience planner, I now maintain a solid role in crafting market research to tailor the best user experience possible via persona and scenario development, purchase flows, and information architecture. I also draft wireframe layouts and polished designs for developers to see products through to completion.

Jun 2005 - Jun 2008 **Creative Director** **ZURB, Inc.**

Project and Design Lead, UE Design, Graphic and Illustration Artist, and Consultant. Create value through a flexible process: define user needs and meet client goals, create customer use scenarios, brainstorm and draft mindmaps, create detailed wireframes, implement polished comps to valid XHTML and CSS.

Also led the creative charge in giving our product site LuckyOliver the look and feel that has separated itself from the rest of the stock photography community – and many others. Collaborated with User Experience and Ruby programmers to bring concepts to fruition.

Apr 2001 - May 2005 **Production Specialist** **Presentek, Inc.**

Graphic, Interface, and Flash Designer. Worked with clients like Mitsubishi, Ricoh USA, PCI Express, as well as a handful of hospitality sites that include Squaw Creek and Chaminade resorts.

Education

Jan 1996 - Mar 2001 **BA Digital Media** **Cogswell College**

Focused on Graphic Design and Illustration, Web Design, while minoring in Creative Writing. Skills here also include Storyboarding and Storytelling, which carry over into my ability to effectively brainstorm through concepts and user flows.

Notable Project

ZURB Wired For Hunger

Provided design direction for a 24 hour marathon project for non-profit organization Second Harvest Food Bank. From concept to completion, successfully created a fully functional and standards-compliant website and a variety of marketing collateral. All of this was captured on a dedicated blog.

Skills & Tools

OmniGraffle, Photoshop, Illustrator, XHTML, CSS, Creative and Copy Writing, JavaScript, Rails, InDesign, Flash, Project Management, MindMapping, Whiteboard Brainstorming