

**UX MANAGER**

**JAN 2015 - PRESENT**

**LEAD INTERACTION DESIGNER**

**JAN 2014 - DEC 2014**

**INTERACTION DESIGNER**

**FEB 2013 - DEC 2013**

**SENIOR SOFTWARE ENGINEER**

**AUG 2012 - JAN 2013**

*Workiva, Inc. / Webfilings - Scottsdale, AZ. / Seattle, WA. / Bozeman, MT.*

- Responsible for UX team direct reports, including a mixture of interaction and visual designers in several key locations. This includes 1:1 professional mentoring, quarterly progress reviews and guidance with OKR's.
- As a collaborative member of the visual style team, I am directly involved in the visual language of our products.
- Practitioner of lean product discovery through user empathy. I leverage a mixture of storymapping, customer interviews and rapid prototyping, within a product triad, to release world class enterprise applications.
- Provided first generation MVP release of iOS and Android native applications servicing our financial customers. Responsible for setting a foundational path for Workiva towards a 'native-first' user-experience.
- Selected to drive next-gen graph database prototyping and user research. Applying these findings uncovered several untapped revenue channels across multiple product groups in how we harness financial data for increased insight.

**DIRECTOR OF DESIGN & USER EXPERIENCE**

**JAN 2009 - AUG 2012**

*Inhouse Assist/Pathways Platform, LLC - Glendale, AZ.*

- Led full redesign/implementation of inhouseassist.com, mdpathways.com, rnpathways.com & pathwaysplatform.com.
- Expanded UI/UX skillset while involved in top-level product strategy.
- Managed team of 10 contractors across 3 states in meeting web development goals and release deadlines.
- Worked directly with executive team on messaging and brand rollout; including collateral design, tradeshow support and social media initiatives.
- Supported internal X-Serve network and Mac OSX environment.

**SENIOR GRAPHIC DESIGNER**

**JUL 2007 - NOV 2008**

*Jobing.com - Phoenix, AZ.*

- Designed and maintained corporate standards across mediums for all Jobing.com products; including corporate website, career expo events, Jobing foundation, Go Jobing magazine and Jobing video.
- Supported community relation efforts through the design of branding projects for non-profit, diversity and government events & conferences.
- Mentored team members in meeting project goals. Included review/feedback of early stage design concepts.
- Exhibited effective self-management in meeting deadlines for daily objectives, long-term initiatives and special projects at the request of the executive team.

**GRAPHIC DESIGNER**

**APR 2006 - JUN 2007**

*Hypercom Corporation - Phoenix, AZ.*

- Provided graphic/brand support for tradeshows. Per show plans, designed and brokered the manufacturing of posters, datasheets, graphical booth elements and other relevant company support as required.
- Supported executive-level presentations; reviewed and made recommendations as to graphics and information delivery, ensuring all presentations were consistent in both message and design.
- Supported product launches by designing collateral that upheld corporate standards. This included print advertising, web graphics, email blasts, user interfaces, promotional items and booth graphics.
- Integrated corporate brand into company acquisitions for print/web.

**DESIGNER / OWNER**

**JUL 2004 - APR 2006**

*ethea creative studios - Phoenix, AZ.*

- Conceptualized and implemented design strategies for clientele in industries ranging from real estate, retail and restaurants to healthcare, construction and service organizations.
- Provided professional design services including logo design, print design, website creation, signage manufacturing and brand/identity development.
- Worked directly with clientele to define and deploy their marketing goals and achieve expected ROI.
- Daily responsibilities included operational & financial duties in addition to the management of internal marketing efforts.

## // EXPERIENCE - CONT'D

### GRAPHIC/WEB DESIGNER, CONTRACTOR FEB 2005 - MAY 2005

*PETSmart Corporate (SSG) - Phoenix, AZ.*

- Designed and prepared web graphics that achieved targeted marketing initiatives, delivered weekly on PETSmart.com and Statelinetack.com.
- Responsible for the design and coding of weekly email "blasts" for both PETSmart.com and Statelinetack.com. These emails were delivered to a significant audience and results were gauged for ROI.
- Presented weekly design overviews outlining visual goals to be achieved for the next marketing cycle.
- Assisted in the weekly testing and debugging of all relevant media releases for both parent websites.

### SENIOR GRAPHIC DESIGNER JAN 2002 - JUL 2004

*Coulthard Identity Group - Palo Alto, CA.*

- Responsible for leading a team in meeting client needs and was held accountable in reaching identity and branding goals
- Gained expertise in rendering architectural drawings for approval through various city governments as well as the designing of interior & exterior signage for storefronts, restaurants & retail establishments.
- Maintained design integrity performing a vast array of both print, internet and identity projects.

### GRAPHIC DESIGNER JUL 2000 - OCT 2001

*Hill-Rom Company, eBusiness Division - Pleasanton, CA.*

- Created the initial concepts that were used in focus group studies. Sorted and organized relevant information from these studies, which aided in the final creation of the Hill-Rom.com site.
- Responsible for maintaining and updating the website with time sensitive information.
- Accountable for various print media designs which were used for multiple internal promotions, throughout different stages of the Hill-Rom.com site. These graphics aided in effectively communicating various strategies and offerings that were being implemented through the e-business Team.

### GRAPHIC DESIGNER JAN 1999 - JUL 2000

*Coulthard Identity Group - Palo Alto, CA.*

- Utilized skills to design and produce an array of media for both online and offline projects which included advertising, logo design, collateral, internet solutions and other branding pieces.
- Responsible for defining usability issues, target audience, and effectively communicating the clients business message in a way that was consistent with their present standards and practices.
- Implemented Flash animation to support clientele's marketing needs during multiple advertising campaigns.
- Gained advanced knowledge of the printing process. Responsible for press checks and any final decisions during production time.

## // PROFESSIONAL SKILLSET

### SOFTWARE

- Adobe Creative Cloud (*advanced*)
  - Photoshop
  - Illustrator
  - InDesign
  - After Effects (*intermediate*)
  - Premiere (*intermediate*)
- Sketch (*advanced*)
- Sublime Text / Atom (*advanced*)
- IntelliJ/ Webstorm (*intermediate*)
- Microsoft Office 2016 (*advanced*)
- Mac OS 10.10.5 (*advanced*)
- Windows 10 (*intermediate*)

### WEB DEVELOPMENT

- HTML5 (*intermediate*)
- CSS3/SASS (*intermediate*)
- Bootstrap/Foundation (*advanced*)
- Rails/Django Frameworks (*intermediate*)
- Marvel/Invision/Atom.io (*intermediate*)
- JavaScript (*intermediate*)
- jQuery (*intermediate*)
- Wordpress / Joomla (*advanced*)

## // EDUCATION

### SILICON VALLEY COLLEGE

Fremont, CA. - Nov '97 - Dec '98

- Associate Degree as a Computer Graphics Specialist which includes: Multimedia, Contemporary Page Layout, 3-D Animation, Photo Re-correction and the creation of computer graphics
- Strong academic standing resulting in Instructor's Assistant position

### ACADEMY OF ART UNIVERSITY

*San Francisco, CA.*

Jun '96 - Aug 96

- Studied traditional Graphic Design and Fine Art
- Expanded skill set by utilizing more traditional, non-computer based, means of design. This included freehand drawing, magazine layout, and more traditional design methods.