

experience

HEAD OF DESIGN @ ROBERT BOSCH, NORTH AMERICA

(2016 - Present)

In leading the UX practice for Robert Bosch North America (RBNA), I have two responsibilities: running an internal design agency and driving a cultural transformation of RBNA into a human-centered organization.

Our agency work encompasses the entirety of design functions: user research, service design, interaction design, user experience design, industrial design and visual design. We tackle an array of challenges, from creating innovations in autonomous driving and mobility services to creating more efficient internal logistics processes.

To transform the culture of Bosch, we create, deliver and support design thinking training, workshops, and initiatives for every Bosch associate from the boardroom to the factory floor.

USER EXPERIENCE MANAGER @ GENERAL MOTORS

(2014 - 2016)

At GM, I led a team of user researchers, user experience/interaction designers, visual designers and front end developers working across multiple channels (mobile, web, wearable, in-vehicle) on behalf seven iconic, global brands (Chevrolet, Cadillac, Buick, GMC, Opel, Vauxhall and OnStar) to deliver millions of extraordinary interactions every day.

Our team lead the charge into service driven future by exploring, designing, testing and creating a transformative, extensible, pattern-based platform that allowed us to deliver seven mobiles apps in 23 languages in one calendar year. The very next year we were able to extend those patterns across web, wearables, and in-vehicle UIs.

DESIGN MANAGER @ UNITED STATES AIR FORCE / AIR MOBILITY COMMAND

(2013 - 2014)

In working with Air Mobility Command, I lead teams of designers and developers in the creation of a new suite of tools that efficiently, and effectively support the planning, monitoring, and re-planning of over 1200 daily missions for the Tanker Airlift Control Center (TACC), without fail.

To manage the resources from six disparate contracting agencies as well as the Air Force Research Lab (AFRL) and Air Mobility Command, I established the USAF AADS UX/UI Workgroup and created the TTAC-wide human interaction guidelines based on research-driven, work-centered design principles.

ANALYTICS & USER EXPERIENCE MANAGER @ CENTERS FOR DISEASE CONTROL & PREVENTION

(2010 - 2013)

Working with the Centers for Disease Control and Prevention (CDC), I managed teams of contractors for the CDC's National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP). We delivered web and mobile sites and tools across 14+ websites and three mobile apps.

Leveraging an analytics-driven approach, we developed a UX and analytics practice that delivered increased web traffic by 25% and increased mobile-app conversions by 72%. Our user-centered principles developed innovative KPI-based reports of products, projects and services and increased stakeholder utilization by 32%.

I also lead the creation and deployment of a state-of-the-art usability lab to measure experiences for CDC as well as the Agency for Toxic Substances and Disease Registry (ATSDR).

experience

INTERACTION DESIGNER @ BLACKBAUD

(2007 - 2010)

As a senior designer at Blackbaud, I designed app suites for Blackbaud's NetCommunity and K-12 education solutions while also serving as Product Owner and Scrum Master for various development teams.

In addition to developing and sustaining an internal customer-powered usability testing service, I created and maintained Blackbaud's first a product-wide, solution-specific persona library.

DESIGN ENGINEER & PRODUCT MANAGER @ MORRIS DIGITALWORKS

(2004 - 2007)

Working with Morris Digital works I served as the principal Designer Engineer and Product Manager across a variety of our digital products.

As a Design Engineer, I designed, developed and launched our Fast Search based community search solution across our six mid-sized newspapers as well as our 30+ community newspapers. Our efforts led to additional ad revenue generated untapped abilities in our community expertise and understanding.

As Designer, front-end developer and Product Manager for our newspaper-focused photo blogging tool, Spotted, I designed, developed and tested features while prioritizing efforts across our 120+ customers.

I was also responsible for conducting competitive assessments and client feedback sessions to determine market placement and pricing.

DESIGNER & RESEARCH ANALYST @ MIRANT, LLC

(2001 - 2003)

While working at Mirant I designed and developed a variety of research tools to support Mirant energy trading desks.

Our primary focus was an internal demand forecasting tool that input 14 drivers to our business (crude oil prices, natural gas prices etc.) modeled outcomes based on Monte Carlo simulations and allowed our developers to perturb the forward curves to provide real-time insight into our global trading positions.

I also a second app to model natural gas demand throughout US regions which fed the Mirant Power Indices which were published in the Wall Street Journal.

I also developed an app for testing the accuracy of Mirant's weather forecasters by providing a per city margin of error for 26 key markets.

DESIGNER @ SOFTSYS, LLC

(1999 - 2001)

At Softsys I was a front-end designer and developer working on functions and features within our enterprise contract management platform.

I spent my time addressing flow and usability issues while also redesigning the UI for visual appeal.

speaking engagements

"DESIGNING THE HUMAN EXPERIENCE"

AV18 Autonomous Vehicle Conference

08/18

"CREATING A HUMAN-CENTERED COMPANY"

Automotive Cockpit HMI

08/18

education

MASTER OF ARTS

BEHAVIORAL ECONOMICS

The Chicago School of
Professional Psychology

2019 - 2021

BACHELORS OF SCIENCE

INFORMATION

TECHNOLOGY

American

Intercontinental

University

1999 - 2001

USER EXPERIENCE

RESEARCH

Certificate

University of Denver

2016

AGILE SCRUM MASTER

Certificate

Scrum Alliance

2009

AGILE PRODUCT OWNER

Certificate

Scrum Alliance

2009