

Introduction



Skills

User Research & Usability Testing
Mockup & Prototype Creation
Heuristic Evaluations & Customer Journey Mapping
Agile IT Program & Project Management

Tools & Technologies

Adobe Creative Suite
Microsoft Office Suite
HTML, CSS, JavaScript
SQL, C#, Java

The Difference

With the tools and technology available today anyone can design a digital product but three major things differentiate me from 'anyone'...

Strategy

With a strategy-focused MBA, I'm able to establish a conceptual vision for a product that intersects the needs of the business, the expectations of the end-user, and aligns with the capabilities of the IT staff. By leveraging research-based strategic frameworks I'm able to assess the needs of the **business**, craft a solution that satisfies end **customers**, and reign in scope in a way that can be delivered by product **development teams** in a timely fashion.

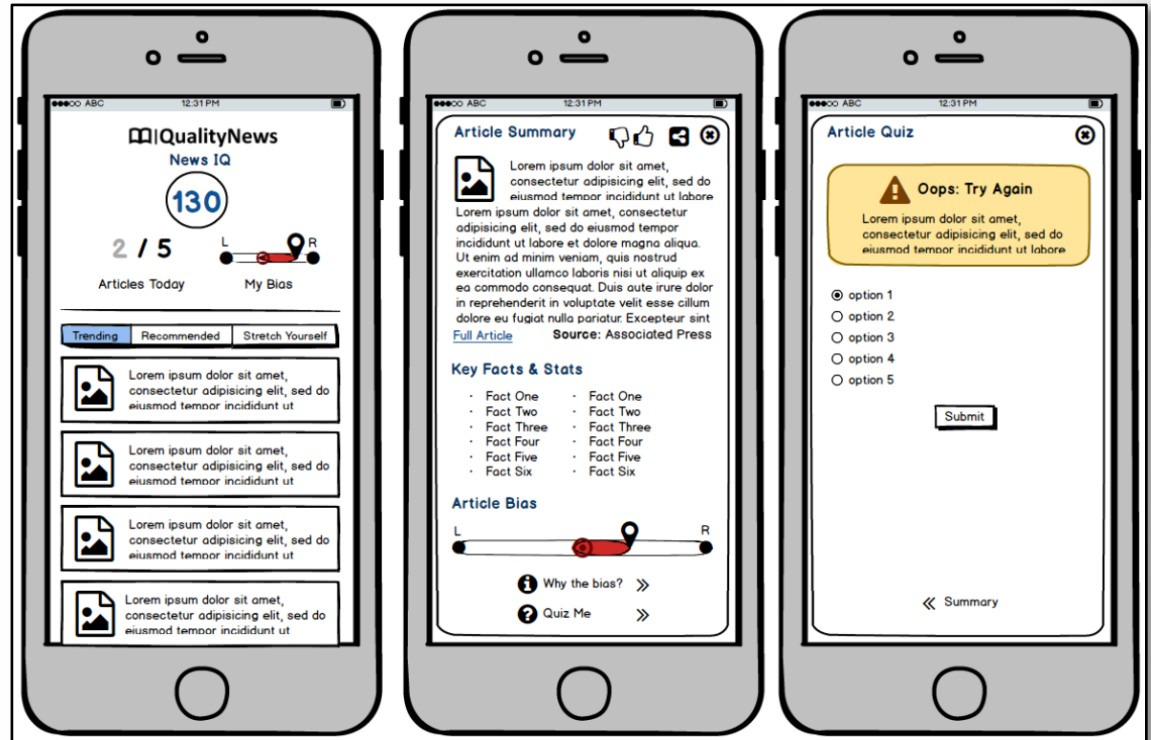
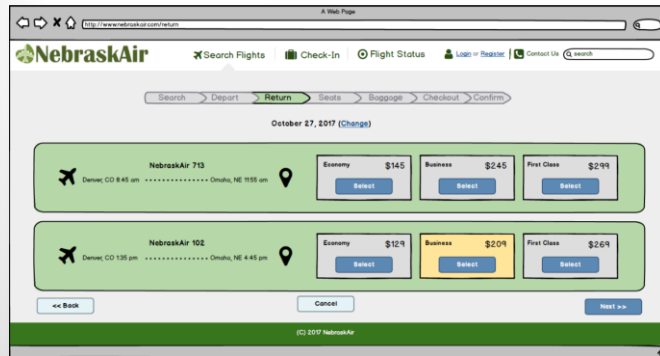
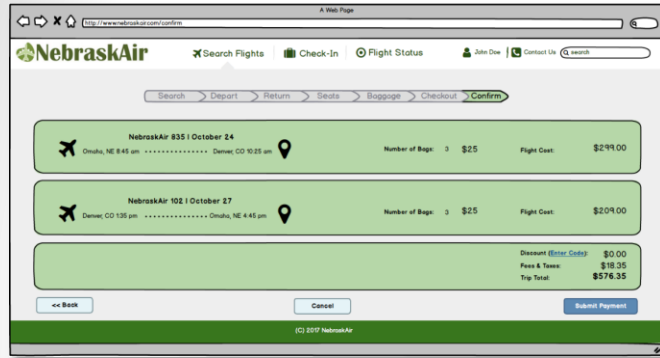
Usability

Usability isn't just an end result, it requires a concerted effort. With an undergraduate focus in Human-Computer Interaction, I'm able to bring the art and science of solid design principles to the drafting table. The process starts by understanding customers using **contextual inquiries**, **card sorts**, and **journey maps**. The process evolves to rapid **prototyping** using tools like Balsamiq or good old-fashioned pencil and paper. It continues through to **evaluation** of designs via **usability testing** and **heuristic evaluations**. Finally, higher fidelity designs are generated using Photoshop and HTML / CSS / JavaScript and brought to fruition by development teams.

Delivery

Successful product execution requires close alignment between design and delivery personnel. With 10+ years of experience in corporate America, I've had the opportunity to manage and direct multi-million dollar programs, establish and grow **agile development** teams, engage with **challenging business partners**, manage complex **budgets**. All this was done while keeping projects within **scope** and **budget** throughout the process.

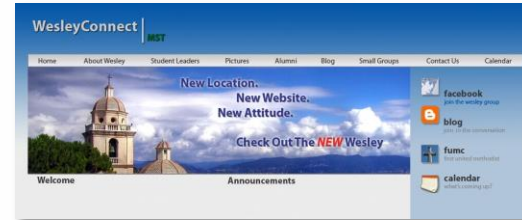
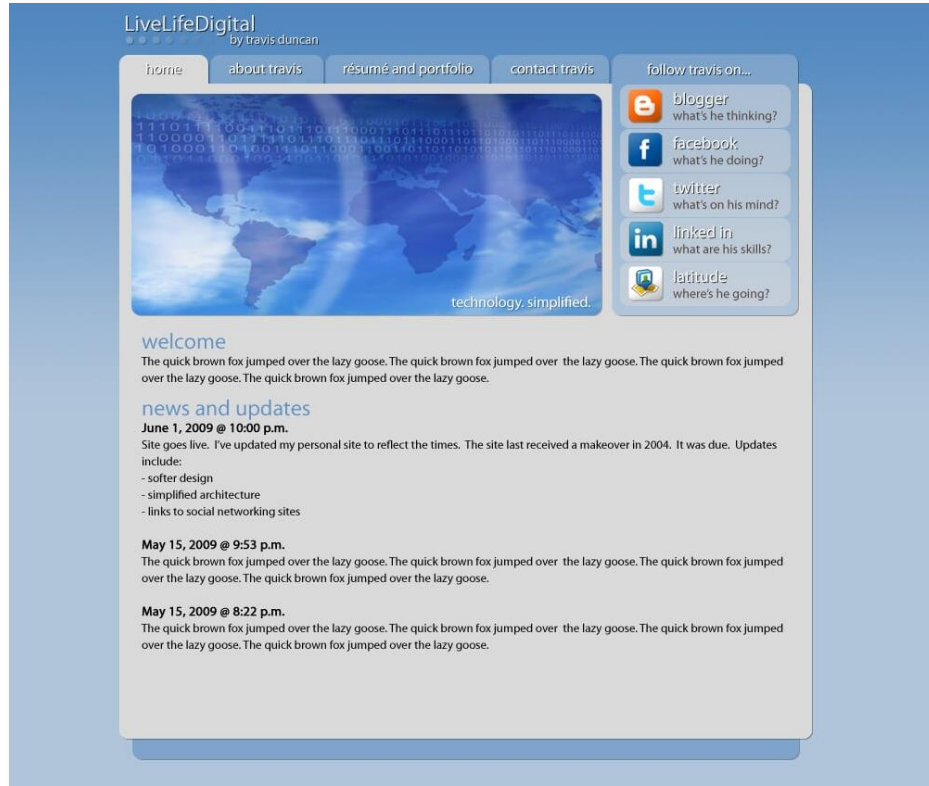
Prototypes



At left is a prototype for a fictitious airline created for a graduate course in systems architecture.

At right is a low fidelity prototype created for a news app that was part of an entrepreneurship / breakthrough weekend.

Website Design



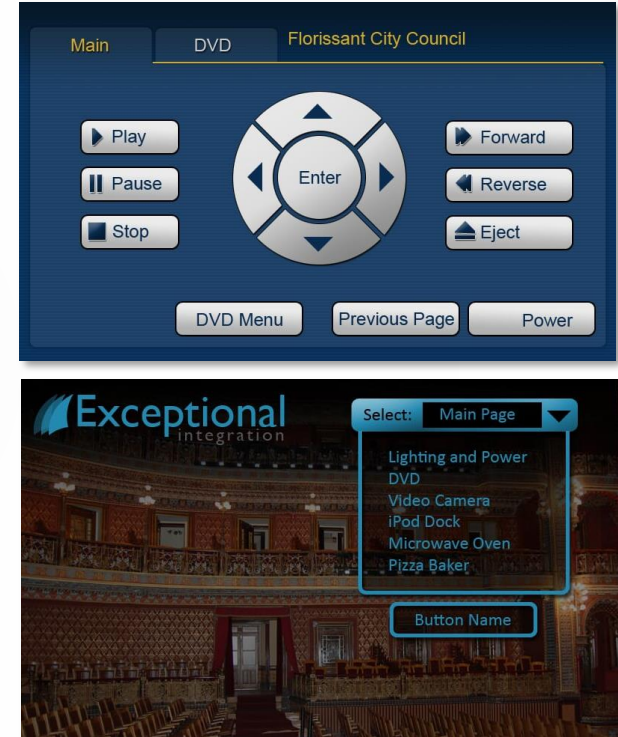
The screenshots **above** show personal and organization websites designed and developed over the years. This highlights how high fidelity design work can translate quickly into fully implemented and realized products.

Branding



The examples **above** come from the launch of Exceptional Integration, a St. Louis based company specializing in custom integration solutions for home and commercial automation. Design work included website, logo, branding, and business cards.

Home Automation Systems



The touch panel designs shown **above** were created for Exceptional Integration, a St. Louis based company specializing in custom integration solutions for home and commercial automation.