

## Summary

*I am a proven **design leader** who has successfully managed **large digital projects** for **high-profile clients**. I leverage my **extensive background** in both **design** and **development** to build comprehensive, reusable, and scalable **digital products** and **design systems**.*

## Professional Experience

### American Express

January 2018–Present

#### Principal User Experience Designer

December 2018–Present

- Leading a large and diverse team of UX designers, UX researchers, design managers, and a UX writer to design the first business checking bank account for *American Express*
- Worked as the platform lead for all commercial non-card lending products: Created an extensive and complex application for a merchant loans. Redesigned invoice financing to utilize our design language system
- Created a mentorship program for our design team. Developed a self-assessment framework, a monthly lecture series, and a UX ebook library

#### Senior User Experience Designer

January 2018–December 2018

- Worked in an agile team to redesign Amex's corporate card expense reconciliation site. Led ideation & sketching sessions, tested prototypes
- Transformed *American Express*' DLS Sketch file into a versatile UI Kit. Harnessing Sketch's reusable styles, responsive resizing, & nested symbols
- Organized and facilitated the first Design Sprint in NYC at *American Express*

### KBS

March 2015–November 2017

#### Associate Director, User Experience

November 2016–November 2017

- Led a design discovery to redesign the *PODS* website that won a multi-million dollar redesign contract. Delivered a UX audit, competitive research, personas, journey maps, and usability testing
- Designed a 3D cabinet configurator for *Stanley Black & Decker*; We successfully launched an MVP and two feature releases. Created a design system, user flows, usability tests, and comprehensive prototypes
- Led the UX team and built a skills matrix to help visualize our strengths and gaps. Established a *Sketch* and *InVision* workflow to streamline work between the UX, Design, and Development departments

#### Senior User Experience Designer

March 2015–November 2016

- I led the responsive redesign of *BMWUSA.com*, resulting in a 216% increase in mobile traffic surpassing desktop traffic. Built a modular design system, a responsive grid, wireframes, user flows, and prototypes
- Redesigned the sign-up flows for the *My BMW* website. Created wireframes, user flows, interaction and technical documentation, and detailed prototypes
- Designed a learning center for digital marketing at *Hershey*. Conducted user and stakeholder interviews, designed content types, and wireframes

## Skills

- Problem Framing, Ideation, & Design Thinking
- Design Systems, Style Guides, & Visual Design
- Responsive Web Design & User Interface Design
- Interaction Design & Information Architecture
- Sketching, Storyboarding, & Paper Prototyping
- Wireframing, Card Sorting, & High-fidelity Prototyping
- Usability Testing, User Interviews, & Personas

## Technical Skills

- Sketch, Figma, Photoshop, Illustrator
- InVision, Principle, Framer, OmniGraffle
- Final Cut Pro, Keynote, After Effects
- Markup (HTML) & Styling (CSS)
- Sass, Javascript & jQuery, Grunt & Gulp
- Git & SVN, PHP, MySQL, Drupal

# New York University

October 2008–March 2015

## User Experience Specialist

*Digital Communications Group, NYU Information Technology Services*

August 2014–March 2015

- Designed and developed a new responsive user interface for *Sakai*—an open-source Learning Management System—used by over 350 leading learning institutions
- Redesigned and prototyped a new user interface for NYU's *Email Direct*—a bulk email communication tool for NYU administrators

## User Experience Designer

*Academic Technology Services, NYU Information Technology Services*

October 2011–August 2014

- Conducted extensive usability testing and research on *NYU Classes*—a *Sakai* Learning Management System (LMS). Redesigned and developed the new user interface based on our research recommendations
- Created a 'Mobile First' prototype for our redesign of *MediaCommons*—a digital network for professors and post-graduate students of film and media studies
- Designed *NYU Stream* a video streaming service built on the *Kaltura* platform

## Interactive Designer and Developer

*Faculty Technology Services, NYU Information Technology Services*

October 2008–October 2011

- Designed and developed *MediaCommons*—a digital network for professors and post-graduate students—using Drupal. Established a distinctive look and feel for the *MediaCommons* network and its project sites
- Designed and developed two platforms for browsing the digital collections of *NYU Libraries*. Allowing patrons to view both image-based collections—scanned books and photographs—and stream audio and video collections
- Researched streaming services and wrote a report recommending the *Kaltura* platform for NYU's in-house streaming platform

# Columbia University

August 2001–September 2008

## Senior Web Designer and Developer

*Columbia University Digital Knowledge Ventures*

May 2005–September 2008

- Designed and developed educational course content and departmental websites for *Columbia University* and affiliated non-profits

## Web Designer and Developer

*Columbia University Digital Knowledge Ventures*

August 2001–May 2005

- Worked with *Columbia University* faculty to design and develop interactive e-seminars and courses
- Designed and developed interactive maps, audio slideshows, podcasts, and video production and post-production for streaming video and DVD

# Education

**Ph.D. Media & Communication**, *The European Graduate School*, Saas-Fee, Switzerland

**Certificate in Film Production**, *The New School*, New York, NY

**M.Phil. Medieval History**, *Trinity College Dublin*, Ireland

**B.A. History and Philosophy**, *University College Dublin*, Ireland

# Additional Information

## Organizations

- **Co-Founder:** *NYU UX Group & NYU Web Designers and Developers Group*
- **Co-Organizer:** *DrupalCamp NYC 9 & 10 NYC Drupal Users Group*
- **Member:** *IxDA • NYC UXPA • Gotham Sass Meetup • NYC Drupal Users Group • Agile Experience Design Meetup • Type Directors Club*

## Selected Presentations, Event Organization, and Trainings

### Presentations

- **Better Tools for a Better Process** at *KBS' Bits & Bites* — 23rd March 2017
- **Beyond Putting Lipstick on the Pig** at *EdUI 2014* — 30th September 2014
- **Sakai: Meet MORPHEUS** at *Open Apereo 2014* — 2nd June 2014
- **Rapid Prototyping Techniques** at *TorchTech: UX Networking Breakfast* — 23rd April 2014
- **Fixing Broken User Experience** at *NYU ITS All Hands Meeting* — 21st September 2012
- **MediaCommons 2.0** at *Digital Library Federation Forum* — 5th May 2009

### Event Organization

- **UX Networking Breakfast** Co-Organizer *TorchTech & NYU UX group* — 23rd April 2014
- **UX @ NYU** Co-Organizer *NYU UX group* — 14th November 2013
- **Usability @ NYU** Co-Organizer *NYU UX group* — 11th December 2012
- **DrupalCamp NYC 9 & 10** Co-Organizer & Designer *NYC Drupal Users Group* — June & December 2011

### Trainings

- **Design Teams Are a Design Exercise: How to Build, Inspire and Keep Design Teams (Happy)** with Alberta Soranzo & Martina Hodges-Schell, *Interaction 17* — February 2017
- **Leading Creative Ideation** with Christian Linsey & Jen Zhao, *Cooper U* — May 2016
- **Design Leadership** with Teresa Brazen & Lane Halley, *Cooper U* — August 2015
- **Scaling User Interfaces** with Amy Schade, *Nielsen Norman Group* — August 2014
- **UX Leadership** with Kim Goodwin, *Rosenfeld Media* — October 2012
- **Do It Yourself Usability Testing** with Steve Krug, *Rosenfeld Media* — May 2012
- **Sketching Interfaces** with Jason Mesut & Sam Smith, *Interaction 12* — February 2012
- **Mobile Prototyping Essentials** with Rachel Hinman, *Interaction 12* — February 2012