

Résumé

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Experience

RAZORFISH : BRIDGESTONE

UX Director 2022-2023

Managed a team of 4 UX/UI designers in a SAFe Agile environment. Worked with business, product, and dev to ensure delivery of a B2B system for Bridgestone/Firestone. Developed and maintained the design process and implementation of the Figma/Zeplin design library.

WUNDERMAN/THOMPSON : BERKLEY INSURANCE GROUP

UX Lead 2021-2022

Workshopped with the client and their customers to determine stakeholder needs. Conducted interviews, competitive analysis, and content audit for a website redesign. Created user-journeys and jobs-to-be-done framework. Worked with the SEO and data analytics team to ensure business objectives were met.

SOTHEBY'S

UX Lead 2019-2021

I joined Sotheby's as part of their digital transformation initiative. I led UX designers and collaborated with multiple product owners to merge the digital and live auctions. My team brought together client-facing, online auctions with point-of-sale and administrative interfaces in a unified design system. Research included observation, design-thinking workshops, and interviews.

IBM

UX Lead 2018-2019

I worked closely with IBM's digital agency to create artifacts and experiences that included touch interfaces for editorial publishing and MX (*mixed reality*) experiences. I held workshops with IBM's top clients, rapid prototyped with cardboard and code, and created motion graphics to model interactions. I designed presentations to justify our work and get stakeholder buy-in.

UNILEVER

UX Lead 2017-2018

Supply-chain management moves from the sourcing of manufacturing ingredients to the store shelf. Unilever is exploring the use of artificial intelligence to manage this complex task. I interviewed people in the field and worked with the AI scientists to uncover where real value could be added into this system. Through an iterative process, I developed wireframes and UI designs for a real-world, AI supply-chain management dashboard.

AMAZON/COMIXOLOGY

UX Director 2015-2017

Led a team of UX practitioners and creatives to implement a series of feature improvements to the subscription, purchase, and library management of digital products.

Designed and implemented the process of merging user accounts and libraries after the acquisition by Amazon.

SPARKLE LABS

Partner 2008-

Ideation and development of educational electronics kits.

Instructional and package design.

Sourcing, manufacturing, and factory visits.

Consulting and prototyping of hardware and software applications for Starcom Mediavest, Faith Popcorn, Kid Robot, Kill Screen, MoMA, Mattel, Hasbro.

Writing articles for Make Magazine.

PARSONS, THE NEW SCHOOL FOR DESIGN

Professor 2010-

Teaching and designing courses for undergraduate and graduate students.

Design Research Methodology: Introduce research and design methodologies. Apply the different techniques in a series of projects, engaging both users and experts.

Visual & Information Design: Explore the fundamentals of visual communication and typography.

Creative Computing / Web Design: Introduce core concepts and design patterns of programming through front end web development.

Physical Computing: Create and program embedded hardware systems. Design, prototype, and test a physical interfaces.

OTHER CLIENTS

[Wunderman Thompson](#), [Havas Creative](#), [MoMA](#), [Samsung](#), [Calvin Klein](#), [Morgan Stanley](#), [Ogilvy](#), [Razorfish](#)

Education

MFA: Interactive Telecommunications Program, New York University, NYC

BA: Printmaking, University of the Arts, Philadelphia

Recognition

Guest Speaker on Design Thinking, Eurobest Conference, Lisbon, Portugal, 2011

Gallery Hanahou solo show, New York, New York, 2010

The 2nd Art and Science International Exhibition and Symposium, Beijing, China, 2006

Contributor, Make Magazine, 2005 - 2010

Gwang Ju Design Biennale, Gwang Ju, Korea, 2005

American Institute of Graphic Arts, Design Ranch workshop, 2005

New Product Showcase, Compact-Impact/TKNY, New York, NY, 2004

Ubiquitous Computing Conference, Seattle, WA, 2003