



## CAREER

### LEAD PRODUCT DESIGN

2018 - Present

#### Wayfinder

- Define content, creative, analytics, business, and technology strategies
- Gather, analyze, synthesize, and translate requirements into effective and appropriate digital strategies and creative and usable solutions
- Plan, design, and conduct research to inform the definition and design of solutions
- Create detailed user experience deliverables including workflow and process flow, diagrams, user journeys, sitemaps, wireframes, information architecture, taxonomies, and prototypes
- Plan, design, and conduct validation to test solutions and refine solutions based on feedback
- Lead and contribute to quality assurance activities to ensure the quality of solutions
- Support business development, marketing, and sales activities
- Identify, create, and maintain personas, use cases and user stories
- Create user interface designs, mockups, and high-fidelity prototypes to communicate solutions
- Contribute to the strategic direction of the business and accounts
- Participate in the development and cultivation of professional relationships
- Contribute to the evolution, definition, and development of service offerings
- Contribute to the definition and development of thought leadership content and marketing materials

### SENIOR DIRECTOR PRODUCT DESIGN

2016 - 2017

#### Receptiv

- Responsible for the UI/UX, functional & business requirements, product design, and creative direction for the entire line of products, services, and applications
- Translate user needs and business requirements into successful creative strategies and data-driven, user-centered design solutions
- Manage and leverage the design of the product to maintain consistency across the UI and user paradigms
- Create mock-ups and user stories to communicate product requirements
- Identify and solve product challenges
- Design and Prototype user flows of overall strategic vision of a feature
- Create UX related documentation as part of story generation for engineering: user personas, information architecture, site maps, application workflows/paths, user journeys, prototypes, and usability studies
- Lead engineering through product development life cycles from concept to completion
- Test finished product for quality assurance and recommends changes to product specifications as necessary
- Understand how decisions affect product cost, performance, and quality
- Communicate and collaborate across functional teams including engineering, ad sales, business and executive

### DIRECTOR CREATIVE SERVICES

2012 - 2016

#### Receptiv

- Lead creative and tech teams including UX, UI, visual design, motion design, and development
- Implement product design and marketing activities to maximize metrics of an assigned brand
- Analyze brand performance, brand competitiveness, and product trends in the marketplace and develops strategies for assigned brand based on research and analysis
- Identify and implement appropriate sales strategies

- Provide vision and inspiration, drive operational excellence and execution, and ensure team cohesion
- Lead creative on re-branding efforts, new site designs, style guide creation, multi-touch device designs and prototypes
- Participate in task/user workflow analysis (current and future) to gain understanding of the user's tasks and behaviors.
- Communicate and collaborate across functional teams including operations, marketing, and ad sales, business and executive

## CREATIVE DIRECTOR

2012 - 2012

### The New York Times

- Define and develop UX requirements
- Oversee brand guidelines and maintain design quality for all initiatives
- Manage internal design reviews
- Create prototypes to quickly visualize, sketch, and communicate solutions to complex design problems
- Design layouts for consumer-facing brand digital experiences

## SENIOR DESIGNER/DEVELOPER

2007 - 2012

### IGN Entertainment | News Corporation UGO Entertainment | Hearst Corporation

- Define and develop product UI style guides, standards and design practices
- Evolve web standards and technologies, usability best practices and an interest in emerging interactive design trends
- Translate marketing concepts into creative strategies
- Create graphic design layouts for entertainment and consumer brand clients from concept to completion
- Lead concept design and development for banner ads, mini sites, and client presentations



## PROFICIENCY

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## CAPABILITIES

Figma, Sketch, Adobe CC, MS Office, Keynote  
HTML5, SCSS, JavaScript, Greensock Framework



## EDUCATION

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## DEGREE DIGITAL MEDIA

2005

### Katharine Gibbs School - NY

The Digital Media Communications Program is designed to prepare students to use digital media and web design to solve business problems for their clients by promoting identity and branding for institutions, corporations and entertainment companies.



## AWARDS

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2021

**Web Excellence Awards** - Excellence in web and UX standards

2020

**MUX19** - Mobile Social Impact

2017

**Adweek** - These Mobile Innovators Are Shaping the Future of Advertising

2016

**Stevie® Awards** - Silver Stevie for Most Innovative Tech Company of the Year

2016

**Stevie® Awards** - Gold Stevie for Innovation of the Year

2015

**Inc. 5000** - Top 15% Fast Growing Companies

2014

**DeveloperWeek** - Rewards product as the best new and innovative product for app monetization

2008

**iMedia Connection** - Valkyrie takeover ad leaves UGO's homepage in flames