

EXPERIENCE

Director of User Experience **Mar 2015 - May 2018** **MetaGeek** **Boise, Idaho**

Reference: Ashok Gelal, Lead Software Engineer, (208) 392-2735

- + Created Lean business plans and roadmaps for future product development based on customer feedback, market research, competitive analysis, and usability studies
- + Led cross-functional teams of marketers, engineers, and designers to identify unmet customer needs and develop monetized solutions to address them
- + Modernized and optimized MetaGeek's eCommerce experience, including development of a live UI style guide

User Experience Architect **Aug 2013 - Mar 2015** **Bodybuilding.com** **Boise, Idaho**

Reference: Preston Lewis, Director of Product, (208) 631-9910

- + Lead experience designer and information architect for the responsive redesign of Bodybuilding.com, a health and fitness website with over 1 million daily visitors. This was one of the most ambitious projects in the company's history, requiring close collaboration with team members from every functional area in the company.
- + Led user research and experience design efforts for BodySpace, an online fitness community with 2 million active members
- + Managed a cross-functional executive team tasked with developing strategies to increase brand recognition and revenue

User Experience Architect **Feb 2012 - May 2013** **Sawtooth Ideas** **Boise, Idaho**

Reference: Russ Whitney, Founder / President, (208) 954-8571

- + Owned all aspects of design and usability for a Lean startup focused on creative solutions for furniture designers
- + Designed and executed research studies and usability tests to inform development of product requirements
- + Contributed to development of innovative software for iOS, Mac, and Windows as part of an agile Scrum team

Architect & Project Manager **Aug 2002 - Feb 2012** **CSHQA** **Boise, Idaho**

Reference: Martin Hahle, Principal Architect, (208) 343-4635

- + Worked closely with clients and other stakeholders to establish requirements for complex building projects
- + Led cross-functional teams to deliver award-winning projects within tight budget and schedule constraints
- + Created detailed specifications and conducted QA procedures to insure successful execution of requirements

EDUCATION

M.S. Human Computer Interaction
Iowa State University, 2011, 4.0 GPA

Master of Architecture
University of Idaho, 2003

CERTIFICATIONS

Project Management Professional (PMP)
Feb 2011 - Present

Certified Scrum Product Owner (CSPO)
Feb 2018 - Present

SKILLS & TOOLS

Management: Jira, Confluence, Trello

Research: Analytics, Amplitude, Qualtrics

Design: Sketch, Adobe CC, Paper & Pen

Prototyping: HTML, CSS, Axure, InVision