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Philosophy

Make the web an engaging and accessible experience through user-centered design/development, content strategy and user research.

Education

Kent State University, August 2010
Master's of Science, User Experience Design

Kent State University, August 2008
Bachelor's of Arts, Electronic Media Management

Experience

November 2012 - Present

University Communications and Marketing, Kent State University **Interactive Designer and Developer**

- Designed new Kent State website's experience layer, including visual design, interaction design and user interface patterns
- Implemented hand-written, responsive HTML/CSS/JavaScript/PHP in new web templates
- Conducted usability/accessibility testing, eyetracking, focus groups and surveys with students, faculty, staff and alumni
- Worked extensively with back-end developers to implement designs, user experience improvements and bug fixes
- Contributed to development of web best practices and standards for third-party vendors
- Oversaw weekly content updates to the Kent State home page, including news, promotions and enhancements
- Designed and led beginner training for the university's content management system
- Developed content and user research studies for the university's student and staff portal (FlashLine)
- Developed user experience deliverables, including sitemaps, wireframes, blueprints and pattern libraries
- Worked with over 25 client departments to support their migration to Drupal and to improve their web presence
- Taught and led students in the implementation of research, information architecture and custom web designs
- Organized and planned biweekly website release plan using agile development practices
- Worked with senior university leadership to approve, refine and validate web deliverables

August 2011 - November 2012

Division of Information Services, Kent State University   **Lead IT User Support Analyst**

- Maintained architecture, navigation, knowledge management and metrics for the campus online support system
- Served on web advisory board, developing goals, prototypes and process flows for various technology websites
- Designed print marketing materials, using Adobe Creative Suite, that promoted IT services
- Cultivated consistency and innovation in the IS brand through university style, design, support, usability and social media
- Presented services to new students and faculty at student and staff orientation sessions
- Designed and conducted training sessions for the university's IT ticketing system for staff members and students
- Worked with the Helpdesk and The Tech Spot to maintain excellence in quality and customer experience
- Coached and trained student team members on how to give excellent customer service through creative scenarios

August 2010 - August 2011

Division of Information Services, Kent State University   **Marketing Coordinator**

Organized written communications and print/video marketing materials for constituents and employees

Translated technical language into engaging and informative final products for both technical and non-technical users

Conducted usability testing for multiple projects, including the IS website redesign and Identity Management project

August 2007 - August 2010

The Tech Spot, Kent State University   **Graduate Assistant and Computer Consultant**

Developed repair pricing for computers and mobile devices, marketing campaigns and customer satisfaction reports

Led user experience design, research and testing for customer tracking system.

Trained and supervised student staff team members and conducted student job interviews

August 2008 - August 2009

School of Journalism and Mass Communication, Kent State University   **Graduate Assistant**

Helped implement a year-long redesign project for the Journalism and Mass Communication website

Worked with faculty on multiple projects, including preparing their online courses and assignments

2004 - Present

Freelance Web Programming and Design, Hallahan Productions

Created web sites and visual design for educational institutions, businesses and other not-for-profits

Offered user experience and research consulting services