

Overview

Seeking leadership role in a dynamic workplace creating meaningful and exciting product. I carry an entrepreneurial spirit, drive for excellence, and seasoned decision-making capabilities.

During the last few years I founded and operated a boutique software and design agency, developing and selling a workforce management application and a content management system. Both applications were delivered SaaS on-demand. I concurrently ran an e-commerce testbed store used to develop marketing and commerce solutions - this store became a profitable revenue center in its own right. Last but not least, I sold and executed experience consulting on a wide variety of web properties spanning the enterprise, consumer, retail, and entertainment market segments.

This invaluable experience affords me a unique perspective and understanding around the convergence of design, business, and development concerns. Most of all, it has honed my "intangible" benefits - clarity of thinking, creativity, calmness, and a natural ability to inspire confidence.

Skills

Experience Design

Conceptual, interaction, and visual design for enterprise, consumer, and custom web applications

Product Management

Inbound product vision, roadmap, and feature design

Product Development

Assemble teams, create plans, and instrument product development from soup to nuts

1995 : Education

Long Beach State University
B.S. Industrial Design
Dean's Honor Roll

1994 - 1995 : Industrial Design

LG (Lucky Goldstar)
Internship
Worked as intern at LG in Seoul, Korea in the consumer audio product division

1995 - 1999 : Videogame

Broderbund, Accolade, Eidos
3d artist, 3d animator
Produce models, textures, animations, and designs while working at a variety of prominent video game companies

The 3DO Company

Art Lead
Managed team of 5 artists and guided internal tool development. Received "Rookie of the Year" award in first managerial role as company grew from 60 to over 300 employees.

Director

Assumed director role for Army Men PC. Managed team of 8 artists, engineers, and designers. Received "Star Performer" award.

1999 - 2003 : Web

Bluedot Software
Principal UI Designer
Designed CRM suite serving enterprise event registration and management.

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User Experience Lead
Responsible for all experiential components for high end boutique web agency

Merced Systems

Principal UI Designer
Designed workforce management suite aimed at call centers currently deployed to over 100K+ daily users. First employee!

2003 - 2007 : Entrepreneurial

Big Red Switch
Founder, CEO
Boutique web consulting and software. Assembled core team and managed ancillary floating resources. Ran operations, development, and sales.

Highlights:

Offermatica - marketing automation, A/B testing, multivariate testing, and campaign management for Fortune 500 companies reaching millions of daily consumer impressions.

Digital Impact - product management and experience design for next-generation email marketing application

Handycal - developed and sold Handycal, a scheduling, workforce management, and CRM application currently in daily use to manage 15+ technicians and 3 dispatchers in a 2MM+ year operation

Vegas - designed and developed a Java-based CMS application used to deploy and implement hosted web solutions for clients

Toolswitch - online store selling high-end import power tools. Started as an offshoot from internal e-commerce tools developed at Big Red Switch, and later developed into a revenue center of its own. Averaged \$100K yearly sales on 20% gross margins with zero inventory.

Flow UX

Partnership
Big Red Switch partnered with FlowUX to sell and deliver experience consulting to a varied client list

Highlights:

Marketo - interaction design and prototypes for a multi channel marketing automation suite

Ultriva - interaction design, prototyping, and implementation for a hosted manufacturing and supply-chain management product.

2007 - 2008 : Design

Success Factors, Inc.
Lead UI Designer/Innovations
Key contributor and subject matter expert on high impact modules and technologies deployed to over 3,000,000 users.

Led innovation projects and next generation "concept car" prototypes for executive management.