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APERVITA 8/01 - 9/04 & 5/06 - Present

Senior UX Designer /
Visual Design Lead

Apervita is a platform-as-a-service (PaaS) for healthcare organizations to create, measure and share data and automation that enable value based medicine. I established, maintained, and evolved the design system for our complete suite of internal and external facing tools. I worked with The Joint Commission to design and implement the first self-service, clinical quality reporting tool that is now used by over 4000 hospitals to maintain their year-to-year accreditations. I collaborated with C-Level stakeholders in product design and strategy through several pivots.

CONSULTING 12/2010 - Present

Product, User Experience,
Design, and Development

Architected, designed, and built the Location-IQ and RentDesk applications for commercial real estate brokerage industry. Location-IQ is a platform to construct, deploy and analyze customer surveys for trade area and demographic insights. RentDesk is a CRM, BI, and collaboration tools for retail broker teams.

FOOTE, CONE & BELDING 8/01 - 9/04 & 5/06 - 8/15

Creative Director

Lead creative teams concepting and implementing interactive experiences for multiple fortune 500 brands as well as contributing extensively to new business initiatives.

Clients include: Boeing, Kraft, BlueCross of Florida, Applebees, Circuit City, The Humane Society, Hampton Inn, Dow Chemical Company, Valspar Paint, Sharpie, SCJohnson, Diners Club.

TRIBAL DDB 9/04 - 5/06

Associate Creative Director

Lead a multidisciplinary team in the concept, design and execution of interactive marketing and communications for State Farm Insurance. Our team collaborated and consulted extensively with our DDB partners to create a cohesive cross channel marketing program for State Farm's nearly quarter-billion dollar yearly ad spend.

Clients include: State Farm, Tropicana, Bud Select, Bud Light.

SCHEMA STUDIOS 3/99 - 1/01

Founding Partner

We opened Schema Studios to work on design driven projects enabled by close client collaboration. Day to day duties included creative direction, user experience, design and project & account management. As director of operations, oversight of all aspects of business administration, planning and accounting.

Clients include: Marmot Outdoor Gear, Musician.com, WholeFoods.com, WholePeople.com, Octagon Trading Group, Corona Music.

THE LEAP PARTNERSHIP 11/96 - 4/99

Art Director

Designed websites, online advertising campaigns, and digital tools for clients that were entering the digital space at scale. We created an online promotion that gave away over 3000 USRobotics 56k Modems, a dynamic presentation generating tool for Niketown, and a website with flight planning and booking tools for American Airlines.

Clients include: USRobotics, FTD, American Airlines, MSNBC, Nike, Encyclopedia Britannica, DirecTV/Major League Baseball, CBS Sportsline.

OTHER POSITIONS

DDB - The Works - Art Director, 4/96 - 10/96
Goble & Associates - Graphic Designer, 5/94 - 11/94
Dimeo Rosen Partners - Junior Art Director, 10/92 - 4/94

AWARDS

Art Directors Club, FWA, Communication Arts, Webby, Ad-Tech, ECHO, Tempo