

**Lead UI/UX Designer**, Researcher, Strategist & Educator seeking to make a difference. Creative, logical thinker with over 15 years designing beautiful, intuitive web & mobile experiences for Fortune 50 and start-up companies. Leader and hands-on designer ensures cross-functional teams link user needs, business requirements and complex technologies. Former Graphic Designer & Art Director.

## SKILLS

- Accessibility (ADA) • Adobe Creative Suite • Axure • Balsamiq • Camtasia • Design Thinking Workshops
- Graphic Design • Human Factors • Effective Communication • Figma • InVision • Leadership • Mentorship
- Mobile First Design • Responsive Design • Sketch • Strategic Planning • Style Guides & Design Systems
- Typography • User-Centered Design Process • User Advocacy • Visual Design • Workshop Facilitation

## PROFESSIONAL EXPERIENCE

### **Lead Instructor**, Design, Flatiron School, Remote 09/2019 – 07/2020

Lecturer and mentor for both UI Design and UX Design tracks teaching:

- Strategy, research & evaluating Design; Analysis, Synthesis & Modeling; Information Architecture; Principles of Visual Design; Branding; UI Design; Process, Strategy & Interaction Design; Wireframing & Prototyping; Design Communication; Usability Testing & Accessibility

### **Senior UI/UX Designer**, UPS, Mahwah, NJ 05/2016 – 08/2019

Mentored UX Designers as a member of the Core UX Practice for this Fortune 50 global leader in logistics and innovative technology while executing strategic projects.

- Designed & defined the UX Enterprise Style Guide for all internal-facing applications
- Clinical Trials Logistics Management System, created within 4 months; astounding time and efficiency gains:
  - Reduced new client onboarding times for agents from 2 - 5 hours, down to 45 minutes
    - a 62% to 85% faster process
  - Decreased scheduling of frozen content pick-up times from 20 minutes down to 5 minutes
    - a 75% faster process
  - Improved scheduling of ambient content pick-up from 7 minutes down to 3 minutes – 57% faster

### **Senior UX Designer**, Geller & Company, NYC, NY 01/2014 – 05/2016

Collaborated with developers as sole designer on IS team to enhance usability and design of 30+ custom apps.

- Built a responsive, dynamic SharePoint intranet based on UX research, reflective of changed user needs – reworked the architecture, visual design, and content

### **Director of UX Design & Marketing** (Consultant), Currant, NY Metro Area 04/2013 – 12/2013

Partnered with founder to create this award-winning flagship mobile application.

- Branding: Created the corporate logo and branding guidelines; supervised marketing staff
- Mobile App: Designed an award-winning mobile app and enterprise-level web application for emergency communications for a start-up affiliated with New Jersey Institute of Technology's incubator program

### **Lead UX Designer** (Contract), House Party, Inc. (now Ripple Street) Irvington, NY 05/2012 – 02/2013

Rearchitected internal system used to manage marketing campaigns into a SaaS platform resulting in:

- Reduced staff hours, errors and time-to-market while increasing productivity and completion
- Ability for third-party marketers to access and manage accounts

**Lead UX Designer** (Contract,) Framehawk, Inc., San Francisco, CA 01/2012 – 04/2012

- Ported enterprise applications to iPad platform and adapted legacy software to operate on a touch screen
- Supported sales team by creating screen mock-ups for presentations illustrating the changes
- Partnered with offshore development team to ensure the code met specifications

**Imagineer** (Contract), Medco Health Solutions, Inc., Franklin Lakes, NJ 12/2010 – 10/2011

- Visualized high-level scenarios for business to identify process and data overlaps across work streams
- Conceptualized corporate website and customer web apps

**User Experience Designer**, Automatic Data Processing, Inc., Roseland, NJ 12/2008 – 12/2010

Designed and integrated features into enterprise-level web applications; ensured processes and interactions were intuitive, effective, and compliant with corporate standards.

**User Interface Designer / Information Architect**, Netsoft USA, New York, NY 03/2007 – 10/2008

Integrated UX Design into development process as it grew from “back-end shop” to full strategic partner.

**User Interface Designer**, Dow Jones Local Media Group, Inc., Campbell Hall, NY 03/2005 – 11/2006

Single-handedly redesign 14 news sites within 12 months with 3 coding teams; designed & coded 2 marketing sites.

**Art Director / Web Designer**, Cultural Heritage Alliance, Philadelphia, PA 03/1999 – 07/2002

Self-taught Dreamweaver and built 200+ screen website saving ~\$80,000 in consultant fees. Designed catalog and accompanying materials for international educational tour company.

**Senior Art Director: Music Advertising & CD-ROM Direct**, Columbia House, NYC, NY 10/1992 – 11/1997

Promoted 3 times within 5 years for key contributions including: design of first e-commerce website for the CD-ROM Club which became the standard format across entire company; created the first in-house designed direct mail packages to become “controls” (yielding a 19% and 17% “lift”).

## EDUCATION

**Mini-Masters in Human-Computer Interaction**, Rutgers University, New Brunswick, New Jersey

**Master of Professional Studies (MPS), Design Management**, Pratt Institute, New York, New York

**Study Abroad: Graphic Design and Typography**, (One-Year Scholarship) Schule für Gestaltung Basel (Basel School of Design), Basel Switzerland

**Bachelor of Fine Arts (BFA) in Graphic Design and Photography**, (Full Four-Year Scholarship)

The Cooper Union for the Advancement of Science and Art, New York, New York

**Certificates**, Interaction Design Foundation:

- Gestalt Psychology & Web Design
- Accessibility: How to Design for All

## AWARDS

**Winner: AT&T Civic App Challenge** – New Jersey, CurrantNEIGHBORHOOD app

**Microsoft Excellence in Application Platform**: User Experience Usability Professional Association

**Suburban Newspapers of America**:

- Best Website Architecture and Overall Design
- Best Overall Local News Website
- Best Local Community Website