

Lead product storyteller, UX artisan, front-end engineer, and prolific open source contributor. Reimagine product narratives as branded infographics, succinct data visualizations, and interactive dashboards. Advocate for performant, functional, testable, future-proof, and trusted JavaScript, TypeScript, and Go. Enchanted the UX for Abbott Laboratories, CDW, Hyundai, Microsoft, and Sears.

Opportunities to innovate find me. I envision, design, simplify, code, and deliver.

[Portfolio](#)[GitHub](#)[LinkedIn](#)

TempoTrip	Lead Product Designer	Nov 2019 - COVID-19
Rolling Meadows, IL		Team of 7

TempoTrip is a *startup* travel, expense, and itinerary concierge platform that manages flight, car, and hotel reservations for corporate events.

- Designed one of the industry's first Next Generation Storefront (NGS)<sup>™</sup> compliant flight reservation systems. This is the preferred UX as defined by the airline consortium in order to provide a standardized flight [shopping experience](#).
- Designed, integrated, and implemented a hotel shopping and reservation UX with interactive amenities filters and immersive photo carousels.
- Created an [airport geo-proximity](#) microservice that could answer the questions, like, "What are the three closest airports to me right now?".
- Introduced automated [end to end testing](#) as a means of holistically verifying UI with API changes. Condensed two weeks of manual testing into one hour run on demand.
- Introduced the UX team to new conceptual artifacts such as user stories, personas, microcopy, microinteractions, A/B testing, and heuristic evaluation.
- Launched [Arcanus55.com](#) (JAMstack eCommerce Progressive Web App).

Strategic Competencies	Atlassian Jira, Design Systems, <a href="#">Gamification</a> , Google Optimize, Google Places API, Google <a href="#">Tag Manager</a> , Material Design, Microservices, Offline-first PWA, Olark, SaaS Onboarding, SPA, Tableau, TravelPort GDS, Wireframing
Architectural Proficiencies	Axios, BitBucket, Clip Studio, Cypress.io E2E, <a href="#">D3.js</a> , Electron, Github Actions, Golang, Headless Chrome, Hugo Taxonomy, Jest, JWT, Netlify, Micro Frontend, Postman, Puppeteer, Tailwind, Three.js, TypeScript, Vega, VS Code, Vue.js CLI, Vue.js components, Vuex, WASM, Web Audio & Vibration, Web Workers

Amerimark Interactive	Senior Front-end Engineer	Nov 2014 - Nov 2019
Lake County, IL		Team of 9

[LTD Commodities](#) is one of three large eCommerce retailers offering over 80k products and serving 400k unique visitors a day. It is my responsibility to ensure that the customer journey is performant, responsive, and [delightful](#) on all user agents and devices.

- As a change agent, I advocated, mentored and led the team to embrace modern front-end best practices such as a branded style guide, reactive SPA, offline [PWA](#), WCAG, and TDD.
- Perceptual performance being key to conversion and bounce rates, I redesigned the catalog pages from the ground up to render blazingly fast, raising the Lighthouse [performance](#) and [accessibility](#) scores by 22%. That year we shattered the company's own record, processing over 97000 orders on Cyber Monday.
- Implemented a passive [image compression](#) service utilizing Node.js and Gulp. This service has been running unobtrusively for years saving thousands in download, storage, and CDN costs.
- Reviewed code for best practices, standardization, and design patterns.

Strategic Competencies	Accessibility, Adobe XD, Affiliate Marketing, Agile Dev, Akamai mPulse RUM, Asset Branding, ATG, Bazaarvoice, Certona Omnichannel Personalization, Content Marketing, Cross-Browser QA, Email Marketing, Endeca, Google Analytics, Heatmaps, Lazy Loading, Monetate A/B testing, Mouseflow, Oracle CX Commerce, PayPal, PCI Compliance, SFDC, SEO, SMS Opt-down, Social Media Marketing, Stripe, Tealium
Architectural Proficiencies	A11y ARIA 508, AWS Lambda, Babylon.js, Canvas, <a href="#">Chrome Extension Dev</a> , CSS3 BEM, GSAP, Gulp, Intersection Observer API, JSON-LD, <a href="#">Mobile First</a> , Lightning Web Components, NPM, OpenGraph, Optimization, Polyfills, <a href="#">PowerShell</a> , PWA, Responsive Carousels, REST, Semantic HTML5, Service Workers, Style Guides, SVN, TDD, Typography, Vanilla JavaScript, <a href="#">Vue.js</a> , WebGL, Web Notifications, WebAssembly, WEBP Images

Abbott Laboratories, ADD	Senior Business Intelligence Analyst	May 2008 - Sep 2014
Lake County, IL	Application Technology Group	Team of 21

Abbott is a global leader in life sciences offering innovative instrument systems for hospitals, laboratories and clinics. Tasked with building the global Customer Master and Product Hierarchy databases. The objective was to establish a single “golden version” of the customer record that could be shared globally to fuel [business data insights](#). I developed the web-based graphical [Master Data UI](#) that allows data stewards from 200 countries to maintain their customer data in a *single* business intelligence repository.

- ❖ New prospect capture was needlessly complex. I created a seamless transition between the Customer Master app and [Salesforce.com](#). Allowing for the real-time verification of new leads against the Customer Master. The salespeople appreciated the simplification because it allowed them to focus on sales and less time cutting and pasting. Awarded the highest employee evaluation achievable [Exceeds Expectations](#).
- ❖ Awarded the Abbott Diagnostics [Silver Award](#) for delivering the FDA compliant Electronic Medical Device Reporting ([eMDR](#)) ahead of schedule and under budget.
- ❖ Developed the [Abbott Label Management System](#) (ALMS). This is a Documentum workflow intranet that allows for the role-based approval of multilingual translations and international compliance of pharma labels and inserts.

Strategic Competencies	Balsamiq, BPMN, Competitor Product Hierarchy, CRM, Data Governance, Data Profiling, Geolocation Address Augmentation, Identity Resolution, Net Promoter Score, Point-in-time Customer Hierarchy, PowerCenter ETL, SDLC, Service-Oriented Architecture, Twilio
Architectural Proficiencies	Advanced MS Excel VBA Automation, APEX Data Loader, C#, Cron, EMC Documentum, Grunt, Informatica Cloud Data Loader, Informatica Business Data Director, Informatica ETL / PCX, Informatica MDM, JQuery Mobile, <a href="#">Laravel ORM</a> , Microsoft Access, <a href="#">Oracle PL/SQL</a> , PostgreSQL, RSS, SoapUI, SQL*Loader, T-SQL, TIBCO, Ubuntu, UML, WebSockets

Neo Studios, Inc	Interactive Designer	May 2001 - May 2008
Chicago, IL	Co-founder	Team of 5

Neo Studios was an interactive design [agency](#) that created customer engagement apps, websites, and video. I worked closely with the client in every aspect of the project from creative ideation through launch. It was a prolific couple years in which we launched thousands of websites and DVDs.

- ❖ In 2003 I created a simple [photo gallery](#) component for auto dealership websites. The component became wildly popular. By 2004 it was difficult to find an automotive site that did not contain some variation of my script.
- ❖ Pioneered Digital Signage with an employee engagement app that deployed as a screensaver. It allowed us to repurpose dormant workstations into motivational kiosks. We would broadcast

dynamic inspirational messages to a sea of cubicles. The targeted "Point of Work" medium changed perceptions and measurably influenced the way people engaged work.

#### Strategic Competencies

3D Modeling, Blender, Branding, Graphic Design, Illustration, Kinetic Typography, Physics Animation, Video Production FX, Press Releases, Media Kits

#### Architectural Proficiencies

[ActionScript](#), Adobe CS, Adobe Flex, Apache, ASP, ASP.NET, Cold Fusion, GreenSock, Microsoft SQL Server, MySQL, PHP, Sprites

U. S. Office Products

Manager Software Deployment

Jul 1998 - May 2001

Des Plaines, IL

New York and San Jose

Team of 15

Managed the configuration and deployment of an n-tier enterprise purchasing and distribution application on the Microsoft Windows Terminal Server platform. With a team of five programmers we scheduled software builds, coordinated database updates and promoted software versions to production servers in Chicago, New York and San Jose.

Responsible for integrity of a source code repository used by over forty developers. Utilized an in-depth understanding of COM to streamline and optimize the deployment of the application suite. Established guidelines for determining which COM component tiers would be compiled based upon binary compatibility and hierarchical dependencies.

#### Strategic Competencies

COM, Microsoft Dynamics, Object Oriented Analysis and Design, Rational Rose, SQL Server, Visual SourceSafe, Windows Terminal Server

Andersen (Accenture)

Web Consultant

Apr 1997 - Jul 1998

Chicago, IL

Interactive Financial Diagnostics

Team of 6

Microsoft Consulting

User Interface Consultant

Aug 1996 - Apr 1997

Chicago, IL

Ameritech Cellular Point-of-Sale

Team of 21

The Systems House	Lead Systems Analyst	Aug 1989 - Aug 1996
Rosemont, IL	Pre-sales Liaison	Team of 18

Managed the design and development of four client/server [EDI purchasing applications](#) using Microsoft Access and SQL Server. Coordinated the efforts of two in-house programmers and two outside consultants. Responsibilities included requirements definition, production scheduling and version control. Established GUI and naming conventions. Introducing automated testing with Microsoft Test. Further extended the product by integrating Watermark Enterprise document imaging (OLE server) and a vendor CD-ROM interface.

- ❑ Developed a distributed Point of Sale application for Office Product dealers
- ❑ Pioneered the use of ProComm Plus scripting (ASPECT) / Kermit for EDI automation
- ❑ Initiated the Microsoft Solution Provider application
- ❑ Participated in the conversion and normalization of a large legacy databases to Microsoft SQL Server

Strategic Competencies	ANSI X12 EDI, Live Software Demonstrations, MRO Purchasing, Request for Proposal, Request for Quotation, Trade Show Presentations
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Architectural Proficiencies	Advanced Revelation, Borland Paradox, FrontPage, OS/2, PICK Basic, ProComm Plus, Rev G, Shockwave Flash, UniData, XML, Transact-SQL
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United States Navy	Data Processing Technician	Jul 1985 - Jul 1989
Norfolk, VA	Non-commissioned Officer	Team of 24

Operated and maintained shipboard mainframes, supporting 150 user terminals in a real-time environment. Programmed in COBOL under GCOS-6. Performed file maintenance on seven databases containing user's transactions and LOGMARS bar coded data.

- ❖ Designed hand-held bar coding applications for military logistics. These warehousing and inventory applications (LOGMARS SNAP) were stored on an EPROM within hand-held Intermec/Symbol terminals. Programmed in the IRL and TCAL languages.
- ❖ Achieved 4.0 evaluations, first increment advancement, and an honorable discharge.

Strategic Competencies	Accountability, Articulate and Persuasive Communication, Leadership, Skunkworks, Team Integration, Training and Mentoring
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Architectural Proficiencies	C++, Brief, COBOL, CPM, dBase III, DR-DOS, DEC PDP 11, EPROM, FoxBase, Honeywell Bull DPS-6 (GCOS-6), Intermec Trakker 944, LOGMARS, MILSTRIP, NALCOMIS, <a href="#">NEETS</a> , Novell NetWare, R:Base, Revelation, Smalltalk, SNAP, Solaris, SUDAPS, Symbol Wedge
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### Education

- ❖ Data Visualization with Tableau [Certification](#) - UC Davis 2021
- ❖ Computer Human Interaction Design [Certification](#) - UC San Diego 2016 ([InVision Capstone](#))
- ❖ Google [Analytics](#) and Google [Tag Manager](#) Certified
- ❖ Salesforce.com Admin [Certified](#) (ADM201) - Salesforce.com 2014
- ❖ Implementing the Informatica [MDM](#) Operational Data Store - 2010
- ❖ Informatica [PowerCenter ETL](#) - 2010
- ❖ Object Oriented Analysis and Design ([Lockheed Martin Advanced Concepts](#)) - 1996
- ❖ Microsoft Certified Solutions Developer ([MCSD](#)) - 1996
- ❖ Hands-on [Internetworking UNIX](#) (American Research Group - 40 hrs.) - 1993
- ❖ Data Processing Technician Associate, Naval Training Command (DPC) - 1989

### Organizations

- ❑ Association for Computing Machinery
- ❑ Chicago Digital Accessibility and Inclusive Design
- ❑ Salesforce Administrators Chicago
- ❑ W3C Data Visualization Working Group

