

TECHNICAL COMMUNICATION & USER RESEARCH

- Thomson Reuters

2019Eagan, MN

Implemented a user research plan to support a site-wide navigation redesign. Converted taxonomy strategy into detailed content labels.
- Merrill

2017 - 2018Minneapolis, MN

Initiated user research at a fast-paced financial publisher. Wrote audience personas fueled by SEC regulation and corporate compliance research.
- Medtronic

2016Minneapolis, MN

Created copy and interfaces to streamline online signature gathering for corporate contracts at a multinational medical device company.
- Best Buy

2014 - 2015Richfield, MN

Synthesized qualitative research and marketing data to shape content strategy. Helped a tech-driven retailer discover a new target audience.
- Scholastic

2013 - 2014New York, NY

Partnered with teachers and parents to transform a classic paper-based ordering system into a comprehensive digital experience.
- TheLadders

2012 - 2013New York, NY

Moderated bi-weekly in-person and remote customer feedback sessions to inform product improvements for a job matching service.
- Sotheby's

2010 - 2012New York, NY

Examined core customer lifecycles and translated them into digital content strategy for a legendary art-auction house.
- Avenue A | Razorfish

2004 - 2007Chicago, IL

Created site strategies & deliverables for numerous clients at an international digital creative services agency.
- U.S. Bancorp

2002 - 2004St. Paul, MN

Designed interfaces and information architectures to improve financial services applications.

EDUCATION

- Graduate Certificate

Technical Communication

University of Minnesota, Twin Cities

August, 2020
- Master of Fine Arts

Electronic Visualization

University of Illinois, Chicago / 2010
- Post-Baccalaureate Certificate

Visualization

Minneapolis College of Art & Design

2002
- Bachelor of Arts / Communication Arts

University of Wisconsin, Madison /1998
- RELATED SKILLS & EXPERIENCE

Adobe Creative Suite, Microsoft Office, oXygen XML Editor, Atom, Sketch, InVision
- Translation Project Management

University of Minnesota, Twin Cities & University of Trieste, Italy

2020

Lead intercultural remote team collaboration. Managed Italian to English digital content translation. Drafted project communications for non-native English speakers.
- Audio Visual Research Assistant

Electronic Visualization Lab

University of Illinois, Chicago

2008 - 2011

Produced video segments for digital scientific visualization lab.