

### Background

In the last four years, I've led design research across organizations like The Library of Congress, Microsoft, and Ford Motors.

Recently, my family and I made a radical change: we left the city and made a new home in the San Juan Islands, in Washington State.

I stepped away from my role at the world's largest design agency, Fjord, where I led UX and research initiatives out of our Seattle studio.

In this next leg of my adventure, I'm looking to invest in a design-driven and remote-friendly organization whose values align with my own.

### Select Work Experience

(2016–2020)

**U.S. Copyright Office** Led seven weeks of mixed methods longitudinal research for a vital national public service to guide the development of a new service product.

**Nike** Devised new ways to conduct change management research and broke down barriers between senior managers to build empathy and spur change.

**Ford Motors** Matured the product and customer experience for an automotive industry leader through continual exposure to user research.

**Charles Schwab** Brought to market a sophisticated customer service tool with ethnographic and participatory research, and release vision.

**Microsoft** Redefined an organization's customer strategy through global participatory research and concept delivery plotted against a three-year roadmap.

**Wells Fargo** Conducted fast-paced international research, and delivered a north star vision for the future of institutional investment and investors.

### Expertise

#### Review

Expert review, analytics review, competitor review, governance review.

#### Research

Research ops, Stakeholder interviews, stakeholder workshops, user interviews, user surveys, ethnographic research, quantitative/log analysis

#### Recommend

Customer journey mapping, Service blueprint, mindset development, mental models, Jobs to be done, experimental (e.g., board games).

#### Describe

Product road maps, concept storyboards, MVP definition, strategic prioritization, participatory design activities

#### Design

Information architecture, wireframing and prototyping, light visual design.

#### Evaluation

Design assessment, usability testing (facilitated, unfacilitated, face-to-face, remote).

#### Tools

Interface design: Sketch, Figma, Illustrator  
Prototyping: HTML/CSS, InVision, Keynote, Flinto  
Affinity mapping: MURAL  
Unmoderated: UserTesting, Optimal Workshop  
Moderated: Zoom, Teams, MURAL, usability lab  
Participant recruitment: Ethnio, User Interviews, PingPong

#### Leadership

Onboarding, orientation, training, training material, mentorship, evaluations, hiring, terminations, workshops.