

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.

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

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

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

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

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

Expertise

| | Review | Describe | Tools |
|--|---|---|--|
| | Expert review, analytics review, competitor review, governance review. | Product road maps, concept storyboards, MVP definition, strategic prioritization, participatory design activities | Interface design: Sketch, Figma, Illustrator Prototyping: HTML/CSS, InVision, Keynote, Flinto Affinity mapping: MURAL |
| | Research ops, Stakeholder interviews, stakeholder workshops, user interviews, user surveys, ethnographic research, quantitative/latent analysis | Information architecture, wireframing and prototyping, light visual design. | Unmoderated: UserTesting, Optimal Workshop Moderated: Zoom, Teams, MURAL, usability lab Participant recruitment: Ethnio, User Interviews, PingPong |
| | Recommend | Evaluation | Leadership |
| | Customer journey mapping, Service blueprint, mindset development, mental models, Jobs to be done, experimental (e.g., board games). | Design assessment, usability testing (facilitated, unfacilitated, face-to-face, remote). | Onboarding, orientation, training, training material, mentorship, evaluations, hiring, terminations, workshops. |