

## EXPERIENCE

### Freelance | UX Designer

OCT 2017 – APR 2018

### Skava | Senior UX Designer Contractor

SEP 2017 – OCT 2017

A UX and product development firm. At Skava I worked on a large scale project to update the T-Mobile Business Portal, to allow small / enterprise size business to quickly and effectively manager their teams.

### Man Crates | Growth Marketing / Development

OCT 2016 – AUG 2017

An e-commerce site reimagining gifts for men. I worked on the marketing team, working to quickly prototype and test marketing strategies for future marketing outreach efforts.

### RadBots | Head of Product / Co-Founder

DEC 2016 – MAR 2017

Chatbot monetization and discovery firm, focused on helping companies monetize their existing chatbots or begin using. Included ad networks, partner networks, Alexa Skill bots, and Messenger bots. At RadBots, worked directly with chatbot owners, and firms looking for new marketing strategies. Included user research and testing with Messenger bots and Alexa skills, among other things.

### Baqquer | Head of Product / Co-Founder

JAN 2016 – DEC 2016

A platform focused on helping makers and creatives launch their products from the ideation to production stages. The main focus was filling the space between Kickstarter and Patreon for product growth.

### Viewics | Head of UX

FEB 2015 – MAY 2016

Viewics provides business intelligence and analytics solutions which enable healthcare organizations to drive enhanced operational, clinical and financial outcomes. I lead design as Head of UX in creating the flows for all products being created with clients such as Mayo Clinic, and worked directly with the engineering team to manage the front-end processes. Acquired by Roche Medical.

### Pro Unlimited | Senior UX Designer Contractor

DEC 2014 – FEB 2015

Vendor Management System (VMS) that helps organizations address the costs, risks, and quality issues associated with managing a contingent workforce, including payroll and HR management. While at Pro

Unlimited I worked on user research, user testing, and prototyping for their main HR application, Wand. Customers involved in testing included Twitter, Facebook, Nike, and Genentech.

### **Freelance | Designer / Developer**

JAN 2014 – DEC 2014

Developed applications for clients including Redbubble, H3O Communication, among others. From user research to prototyping to user testing and final development. Also studied Web Development during this time so that is why I left Shaklee.

### **Shaklee | Senior UX Designer Contractor**

OCT 2013 – JAN 2014

A nutrition company focused on the manufacture and distribution of natural nutrition, personal care, and household products. At Shaklee I focused on re-imagining their e-commerce site, along with redesigning user flows for their varying user types. This included collaborating different Shaklee products into quicker, simpler user experiences.

### **Clock Four | Director of UX**

APR 2013 – OCT 2013

Clock Four is an independent digital agency focused on creating marketing programs/products for large-scale brands. At Clock Four, I created entire UX experiences for large scale enterprise projects in collaboration with client teams. Clients included SunGard, US Bank, Juniper Networks.

### **Late Labs | Head of Product / Co-Founder**

FEB 2012 – APR 2013

A network of Developers looking for side projects. We reached over 5,000 members with the use of simple prototyping, A/B testing, user research, marketing and PR. The main part of Late Labs was working with existing startups, helping their executive and founding teams rethink their products and implement user-testing and user-research to figure out what exactly they needed to focus on.

### **Bright.com | Head of Design**

SEP 2011 – FEB 2012

Job search site putting data first in connecting job seekers to the right jobs. Bright.com went from 800K users to 2.5 Million users during my time via user research, testing, and prototyping. Acquired by LinkedIn.

### **DraftFCB | Interactive Art Director**

SEP 2010 – SEP 2011

Global marketing and advertising agency. Clients I worked with included EA Games, Taco Bell, Sims, Del Monte Pet Food, PG&E.

### **Goodby, Silverstein & Partners | Art Director**

MAR 2010 – SEP 2010

World renowned advertising agency. My client work included Yahoo!, Doritos, Tostitos Chips, Sierra Mist, Sprint.

## EDUCATION

**Certificate in Full Stack Web Development** | General Assembly

JAN 2014 – APR 2014

**Certificate in Interactive Art Direction** | Hyper Island

AUG 2009 – MAR 2010

**B.S. Marketing & B.S Business Management** | Purdue University

JAN 2005 – MAY 2008

**B.A. Advertising Art Direction** | Columbia Chicago

SEP 2004 – MAY 2008

## SKILLS

- User Testing
- A/B Testing
- Prototyping
- Product Management
- Pixel Pushing
- UX/UI
- Front-End Web Development
- User Research
- Team Building
- Wireframing

## TECH

- Adobe Creative Suite
- Sketch
- InVision
- HTML/CSS/JavaScript
- Chatbot Development
- Optimizely
- Ruby/Ruby on Rails
- React.js / Meteor.js
- Google Analytics / Event Tracking
- Google Optimize / Google Tag Manager
- Inspectlet
- Whatever is needed