

Profile.

A little about me

I'm a senior-level Product Designer and Product Leader who, over the last 12 years, has worked to blend powerful brand experiences with intuitive and relevant user-centered design to help drive business outcomes.

Skills.

Customer research and user testing

Leading design sprints

Working cross collaboratively

Working autonomously

Leading teams

Ux Design

Interaction Design

UI Design

Visual Design

Prototyping

HTML/CSS/JS/React

Mentorship

Lean UX

Project management

Education.

Academy of Art University

San Francisco, Ca

Graphic Design Studies, 1996-2000

College of Marin

Kentfield, Ca

General Education Studies, 1992-1994

Experience.

Allstate Identity Protection

Director, Product Design - 2018-2020

I led and managed all aspects of product design across the entire product portfolio, including; team organization and operating model, hiring and retaining talent, mentoring and career development, and directing the overall product design vision and strategy. Launched the customer research function within the team to provide essential research insights and consistent usability testing. Led the effort to create our design language and UI library based on the Allstate design language to speed up design and development.

InfoArmor

Senior Product Designer - 2017-2018

As the first designer at InfoArmor, I led all aspects of design, including; brand identity, print marketing, corporate and product websites, and the core product experience across web and mobile platforms, ultimately helping position InfoArmor for a \$525MM acquisition by Allstate.

Infusionsoft

Manager Product Designer - 2014-2017

I led the product design function for a team of 5 designers focusing on Infusionsoft's core CRM and email marketing product across web and mobile. Worked with leadership to help understand the business needs and review the work and progress of the team. Facilitated design sprints and studios to quickly get ideas for new features or improvements for validation. Conducted weekly 1:1s, quarterly and yearly reviews, and mentored each team member on professional growth and career progress.

Infusionsoft

Interaction Designer - 2012-2014

Performed in-depth, targeted customer and stakeholder research to determine reaching demand for new and updated feature sets within the Infusionsoft line of products. Responsible for developing target personas, user scenarios, user flows, wire frames, and high fidelity prototypes.

The Lavidge Company

Interactive Art Director - 2007-2012

Responsible for the conceptualization, design, and production of a wide range of interactive projects, including; banner ads, landing pages, HTML emails, social media campaigns, responsive websites, and native mobile applications. Worked in conjunction with project managers to conduct requirements gathering, create information architecture, wire frames, and interaction models. Presented work in client reviews through each phase of a project's lifecycle.
