

00. Objective

Seeking a position as a sr. level problem solver (UI/Visual/UX) on either the agency or client side working on device, mobile, or desktop web

01. Why I do what I do

When I first began designing on the web, it looked kind of like Atari meets Netscape – banner ads, Jpegs that had to max at 4KB because of broadband limits, and foosball wasn't even a hip thing yet. I believed in the web as a design medium then, and I believe it still today. I've been continuously employed in design on the Web since 1995, or since some of my coworkers were in diapers. Does that make me better than everyone? No! It just makes me more seasoned, experienced, and fully aware that web design needs to embrace the next change before it's even identified. Our interaction with content has become tighter, faster, and more integrated. The bottom line: companies that succeed have Visual and UX designers who understand how to best engage with the target audience, and can connect the message, product, or service to the consumer while cutting through the noise. For the past 20 years I have worked on b2b and b2c initiatives in the following categories: product marketing and branding solutions, direct interactive email campaigns, mobile services, SaaS applications, iOS apps, Android applications, Windows Phone core features, and big data application.





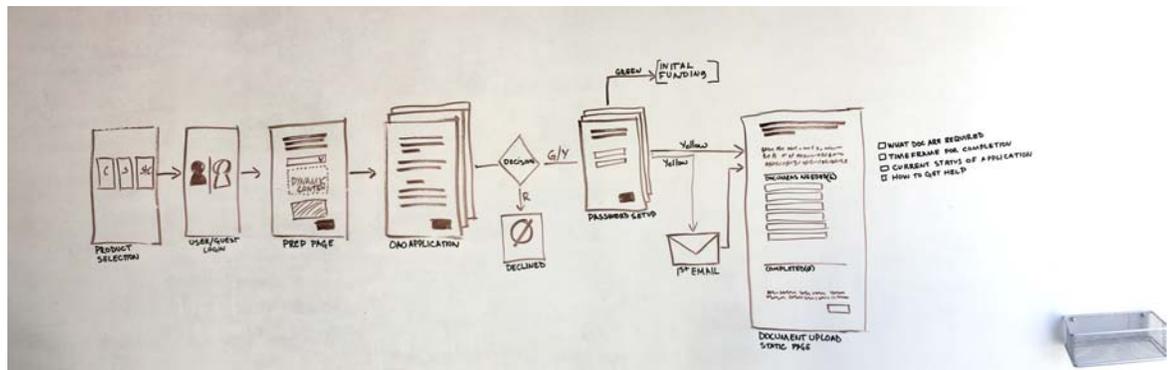
02. My life: The 15sec Elevator Pitch

Senior Manager in Small Business Design, UX Design Lead February, 2016 to Present
CapitalOne

Since 2016 I have enjoyed managing a small but dynamic team that has made many positive impacts on the company. I have been leading the efforts of the Small Business team to reframe the small business digital application process and have found an appreciation for and obtained a mastery of complex online enrollment processes. We have improved the customer journey through our process by more than 350%.

I have had the pleasure of mentoring, forming, and leading a team of seven: three UX designers, a visual designer, a research resource, a content designer, and a prototyper. Implementing a leadership style that focuses on frequent feedback, we have increased trust, made our process more efficient, and eliminated bottlenecks.

I believe in investing the time and energy in making things better: the team, the product, and the company. I am a pragmatic designer and leader, passionate about helping others, and I enjoy solving problems without sacrificing project timelines and relationships with other departments.



Highlights:

- Mastered the complexity of design in complicated UX enrollment processes. I designed and delivered solutions that provided a 350% improvement in the customer journey through our application
- Increased the traffic going through the most difficult parts of the Enrollment Flow from 26% to 92%
- Lead a Full Stack UX Design team of seven in the Small Business Design unit
- Managed the work streams of two phases of the customer enrollment process
- Worked to improve the relationship between design and engineering through transparent workflows and clear communication
- Integrated the work in enrollment into other departments within the business unit: ops, risk, fraud, and customer experience
- Increased efficiency in the UX design group and eliminated bottlenecks
- Cultivated strong relationships with project managements, engineering, and other disciplines
- Accountability for core presentation of product line

Visual Design Manager over UI Dev Team January, 2014 to Present

Sr. Lead Visual Designer November, 2012 to December, 2013

Hearsay Social

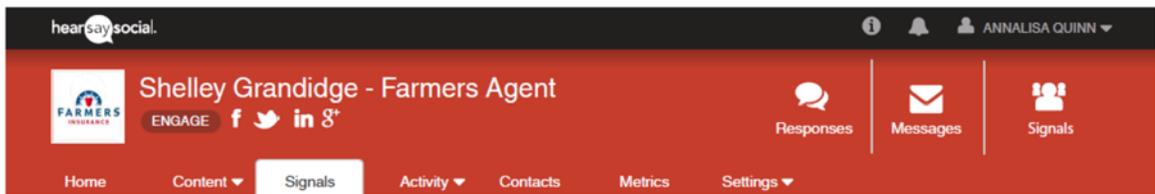
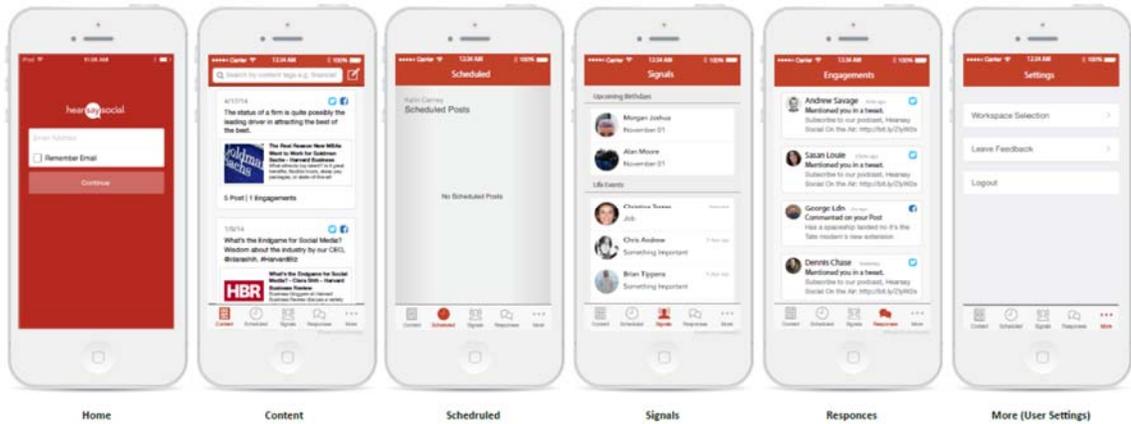
It was 2012. Putting necessary business and social media in the hands of sales teams as they come into a pitch was a new concept and the logical next step in hand-held device evolution. At the same time, markets, consumers, and corporations were all talking about Big Data and how it could be deployed in a sales process. I came to Hearsay Social to work on this marriage of concepts and to completely own the visual presentation of a SASS application. Here, I have been able to use my skills in design and management to work on a innovative b2b product and to build a team that works hard and builds and breaks things quickly. With multiple social media platforms in use, how to aggregate them all into a single presentation was essential. By 2015, knowing we couldn't be all things to all people, we narrowed our product for a single sector, insurance and wealth management. This allowed me to concentrate on a more tightly-focused application and, as a result, the visual became more modern than we ever expected from a SASS application.



In detail, I am most proud of the following accomplishments during my tenure at Hearsay Social:

- Planning, designing, and executing a complete overhaul of the presentation of the navigation and the AI
- Concept, design, and implementation for a new product, Hearsay Sites, which is part of the predictive suite for social selling
- Serving as Creative Director for the consumer-facing local agent websites powered by Hearsay Sites
- Accountability for core presentation of product line
- Setting the visual presentation for Android and IOS mobile applications
- I was promoted to visual design manager, managing all visual design for the product and the front-end development team that executed and held the application to a visual standard, leading the visual team through three large-scale projects to eliminate the technical debt of the interface
- As manager I instituted semi-monthly workshops on using design tools, mentored team members, and published a regular brief of trends to include in upcoming design projects
- Recruiting, training, and mentoring three direct reports, conducting performance evaluations and leading the process for regular peer reviews and feedback. Worked with contractors and outside recruiters to fill in gaps when needed. Weekly one-on-ones with all team members
- Managing budget for the visual team

Recent Hearsay Social Projects



Sr. Visual Designer/UX Designer

Nokia, From: January,2009 to Present

How better to understand mobile services than to work for a cell phone company? Since January 2009 I have been working with Nokia as a visual designer, **creating the visual language and style for third-party social apps, Facebook and Twitter on Meego and Symbian platforms**, and for Nokia Games Services: N-Gage and Ovi Games. While I was originally hired as a visual designer, I have adapted as the teams have shifted priorities to work on both visual design and user experience projects. I have applied brand guidelines and kept a consistent visual style throughout all interfaces - PC Web, Mobile Web, and Mobile Device UI. Working on client-facing projects as well as internal services promotion, I am most proud about having had the opportunity to art-direct and design social networking apps for phones which have shipped, and on an eBooks client for a future product. While at Nokia I have enjoyed working on teams spread across continents and timezones, finding it exciting to work as a part of several international teams.

In Summary while with Nokia:

- Primary designer on a strategic client-facing redesign with global reach.



- Collaborate effectively with project managers for both design and product development
- Worked within the team to implement design best practices at each step.
- Delivered feedback promptly and professionally, keeping in mind stakeholders and requirements.

Recent Nokia Projects



Meego Twitter Tweet View



Meego Twitter Tweet List



Meego Twitter Profile View



Meego Twitter Application icons

UX Designer III

Microsoft/MSN with Volt Inc, From: August, 2006 to May, 2008

In August of 2006 I answered the call from Microsoft to be a part of **a team dedicated to unifying the fractured social experiences** located across the properties in the MSN brand. Basic Web 2.0 staples such as **blogging, inline comments, and USG** had never been adopted and integrated in a cohesive suite on MSN. Using my experience and expertise in time-tested web design and fluency in UX best practices, I was the lead **designer on this client-facing redesign with global reach** and key strategic vision for the company.

- I was a **key contributor in UX strategy of new features and elements**, integrating design with function in a project that was new to the Microsoft brand
- I maintained a high degree of communication with project managers, developers, and the QA process to keep the project moving forward while still **providing clean and timely design**
- I assembled requirements from the project managers and capabilities from the developers to **create designs that were fresh, proven, and implementable**



Interactive Art Director

Godfrey Q & Partners San Francisco, From: December, 2005 to August, 2006

While at GQPSF I was a major contributor to several client projects, including the Borland 2006 Advertising Campaign, and Collateral Redesign of Freescale Semiconductor. From day one I just tossed right into the action and proving myself to the team. I have added value to my projects in the following ways:

- Delivering **an instinctual understanding of the technical aspects of web design** focused on outbound email campaigns and CRM solutions previously missing from this agency
- Worked with the team to **devise solutions from all angles**
- I honed my experience in **developing brand guidelines** and policing the brand integrity
- Have **developed complex storyboards** for Flash and Interactive web projects campaigns

Interactive Art Director

World Savings, From: December, 2002 to November, 2005

I came to World Savings through Aquent Creative Employment Agency. I worked as a contractor for two years, being added to the permanent staff in November 2004. Coming from a fast-paced, client-driven advertising agency, **World Savings provided me a chance to see the internal client side of interactive marketing and see my skill set from a different view.** I worked within a constant brand, delivering frequent, regular promotions under brand uniformity, collaborating with the account team to give creative solutions on how to structure a campaign for online direct marketing. In 2005, the Marketing Department began to evaluate my direct email efforts against the same parameters used in the print campaigns. In each instance, email outperformed expectations. In the last three years, **my average click-through and conversion rates on campaigns is 6.1%.**

The history above represents the last 13 years of my career, prior to that, I worked as a Associate Creative Director of Interactive at **Publicis Dialog**, 2002-2000, Sr. Web Graphic Designer at: **AOL/Netscape**, 1999, Assistant Art Director/Online at: **PCWorld**,1999, Sr. Web Designer at: **Third Age**, 1998 -1999, **Gamespot.com** 1996- 1998, **Zip2** 1996, **Dimension X** 1995, **Xcom** 1995. More detailed information may be provided, if needed.

04. Things I do well

Web / Graphics software:

- Photoshop CC
- Illustrator CC
- Sketch (MAC)
- UXPin
- MURAL
- INVision
- Axure
- Confluence/Jira

Operating Systems:

- Window PC
- Macintosh
- iOS (UX)
- Android (UX)
- Symbian (^3, Anna, Belle)

Technologies:

- HTML
- CSS

Professional:

- Accepting Criticism Feedback
- Design Thinking
- Playing well with others
- Meeting Deadlines
- Thinking outside the box
- Willingness to tackle difficult Clients or non- glamorous Projects
- Ability to create wireframes from requirement documents/spec
- Working with Developers and Project Managers to visualize new product features

05. Credentials

Academy of Art College San Francisco 1989-1993 Major: Fashion Design Minor: graphic design
HOW Design Conference Atlanta 2000 | San Francisco 2001 | Orlando 2002
IXDA Interactive Convention 2010, 2013, 2016
Microsoft Mix09 Las Vegas 2009
SxSW Austin 2009, 2010, 2014

06. References are available upon request.