

OVERVIEW

12+ years of agency, consultancy and start-up experience with UX direction + execution of multi-platform, enterprise and consumer products. Lead the coordination of hybrid research and studies to gain intimate and strategic insights for a shared vision, tactical design sprints and innovative experiences that reflect our human nature. I'm a systemic, critical thinker with a global perspective. I love to work as a team and nurture new thinking and have a good eye for detail, beauty and nuance.

My Humanities + Technology background is key to understanding the larger ways digital products live in this world and matter in people's lives.

EXPERIENCE

2.2 years | HUM Nutrition | Los Angeles, CA

UX Consultant (Contract) RWD UX/UI design for responsive Wellnest blog, acquisition, conversion funnels and member-facing features.

5 months | Appirio Digital Studios | Los Angeles, CA

UX Lead (Contract) iPad App Gather and synthesize Salesforce legacy systems, business requirements, and user interviews to design Global Field Sales App. Iterative prototype builds for design and feedback cycles with Global Product Owners, QA and Usability testing to optimize for rollout

10 months | MXM | Culver City, CA

UX Lead/Strategist (Contract) various Applied Design Thinking + User Research. RWD maps / flows / wires / prototyping + knowledge sharing

1 month | Deep Focus | Hollywood, CA

UX Director (Contract) iOS App ComicCon Pitch : Fan research, user flows, wires and phased content strategy for hype, theater, VOD, DVD.

8 months | Dollar Shave Club | Marina Del Rey, CA

Sr. Experience Designer + Strategist (Contract) iOS + Android

Research : Observation + inquiry of current app to redesign Experience flows, Features, Funnels, CTAs, and Microinteractions

Design : Flows, Architecture, Collaborative workshops and design sprints , wireframes/prototypes and iteration for iOS and Android

Analytics : Define metrics, interpret activity + performance to share insights and inform design of new or integrated features

Optimization : Prioritize objectives for growth / revenue; engagement, enjoyment, loyalty, etc,

2.5 months | VIOLET GREY | West Hollywood, CA

Experience Lead (Contract) Web + Mobile Holiday Retail Projects : Workshops, Requirements, Ideation, Wireframes, Prototypes and QA for branded product launch, quantity restrictions and holiday shopping experiences. Web, mobile web and omni-channel commerce.

1.4 years | BLITZ | Santa Monica, CA

Experience Lead (Contract + Full-Time) RWD Lead and perform research, strategy, vision and UX design for RWD projects.

3 years | Isobar (as Roundarch) | Chicago, IL

Sr. Experience Architect / Lead (Contract) Web, Mobile, iPad Complex, highly secured information environments, enterprise-scale business solutions and discrete feature improvements. UX strategy for new business and efforts to grow client relationships. Design for emerging platforms, social integration and envision features for potential needs and contexts. Collaborate on- and off-site with amazingly smart and talented people.

3 years | Tribal DDB | Chicago, IL

Front-End Developer > Sr. UX Architect / Lead Worked with clients to understand business models and goals to unify strategy and measurement. Develop Experience Journeys and Content Strategy to prioritize content + features; Promote UX principles and practice.

5 years | Slack Barshinger | Chicago, IL

Front-End Developer > Lead Developer > Technical Project Manager DHTML and ActionScript for digital campaigns, portals and websites.

Information Architecture, navigation and interface design and managed a team of 3 developers to ensure all work met usability standards.

Standardized process + workflow. Technical Direction during concept development. Manage scope, requirements, documentation and deliverables.

EDUCATION

Columbia College INTERACTIVE MULTIMEDIA

Screenwriting | Writing for Multimedia | Digital Based Sound Production | Digital Photography | Typography | Geometry in the Arts | JavaScript | Visual Design for Interactive Multimedia | Computer Graphics & Animation | Independent/Team Production | Digital Video Production
LEARNED: When man meets machine, it is Pavlovian, it is needy and it should pay off. Adapt technology to human nature, make it beautiful and useful.

Indiana University LITERARY THEMES : REASON VS. PASSION

Leo Tolstoy | Johann Wolfgang von Goethe | Henrik Ibsen | Jean-Jacques Rousseau | Sigmund Freud | Chinua Achebe | Voltaire
LEARNED: Some questions have no answer.

Barat College LITERARY RESEARCH & LIBRARY SCIENCE

Literary Research | British Literature | Photography | American Literature | French
LEARNED: The endless impact of the printed word or image over the centuries.

Harper College LIBERAL ARTS

Philosophy | Literature | English Composition | French | Creative Writing | Public Speaking | Humanities | Geology | Journalism
LEARNED: I prefer inspirational education over vocational.

TOOLS

Research Hybrid studies, insights + reporting , OptimalWorkshop, UserTesting.com

Synthesis Whiteboard, Sketch, Keynote

Map / Flow / Wire / Prototype Sketch, Figma, Axure, InVision, HTML/CSS

Productivity Workshops, Kanban, Jira, Slack, Google Suite