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|  | Product Designer with extensive experience crafting a holistic, intuitive, and inclusive user experience for web and mobile products from conception to execution. |
|  | * Strategic, conceptual, and empirical problem solver.
* Passionate about synthesizing business goals and technology into a user experience driven by user needs and invention.
* Vision creator with hands-on execution.
* Director, leader, and mentor of design teams.
* Expert in strategic design thinking, design-driven product iteration, and interaction design.
* Thrives on complexity.
* Significant technical experience.
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| EXPERIENCE | Independent Design/Development2017 – 2020Self-directed product design work to develop ideas centered on machine-learning model operationalization, monitoring, and data management.Director, Product Design/UXAlpine Data *(acquired by Tibco)*06.2014 – 11.2016Director of Product Design/UX for Alpine Chorus, a data science/machine learning, and collaboration platform used by Fortune 500 teams for predictive business analytics.* Product management and product design over ten releases.
* UX is the key factor for positioning in Gartner Advanced Analytics Magic Quadrants in 2014 – 2016.
* 10x increase in user growth after product design transformation (2015).
* Created strategic vision for product roadmap.
* Decomposed holistic vision into incremental releases.
* Design and direction that unified separate tools into a single seamless product experience, with transformation to a new intuitive UI.
* Designed Touchpoints, a code-free application that makes data science accessible to anyone in the organization.
* Expands the user-base for enterprise analytics.
* Patent-pending.
* Designed the data-visibility, role, and permission new product features.
* Designed dashboard system.
* Manager, UX/product documentation team.

Design Director; Design Manager; UX ArchitectCA Technologies12.2009 – 12.2013Creative director, group leader, mentor, and design evangelist for the enterprise Product Design organization.* Lead on concept development and hands-on delivery of strategic design projects across multiple business lines/domains:
* Application performance management
* Network monitoring
* Access and identity compliance
* Owner of the experience design system for CA products, web and mobile.
* Unified user experience across multiple web and mobile products, including, tone, style, and visuals.
* Defined the CA Mobile Design Language.
* Created and designed Executive Insight, an application enabling IT-to-Business communication by connecting IT performance to key business metrics.
* First internally-grown mobile application at CA.
* CA’s “most innovative product” of 2012.
* Patent-pending.
* Creative director, product design organization.
* Manager, west-coast design team.

User Experience Design Consultant2008 – 2010*Key clients/projects:** Evernote
* Mobile Payments (entrepreneurial)
* Essentia Software

Senior User Interaction DesignerPayPal05.2007 – 06.2008UX team lead in Merchant Experience/Partner Experience business line. Owner of design for business merchant accounts.* Designed the next-generation reboot of the merchant platform.
* Translated business requirements into design specifications and interactive wireframes for merchant accounts.
* Refined UX improvements with iterative user feedback.
* Led design team for stand-alone payment products while working with international cross-functional teams.
* Pioneered Agile scrum software processes within PayPal. Planned and directed user experience team deliverables across multiple parallel sprints.

Lead User Experience DesignerCollabNet05.2003 – 05.2007User experience group lead for software development/ALM SaaS collaboration platform.* Design leadership from requirements to implementation for all constituent apps and over five major releases.
* Responsible for interaction, interface, and design principles guiding the platform.
* Advocated, evangelized, and taught best practices and user-centered development to engineering teams.
* Mentored designer from junior role into senior leader.

Senior Interaction DesignerIntraspect Software10.2000 – 05.2002Senior Designer/DeveloperMetrius / KPMG Consulting (originally Verso)10.1997 – 06.2000 |
| SKILLS & TOOLS | Professional* Agile (multiple flavors) & iterative design
* Deliverables – design scenarios, mockups, requirements specs, site maps, specifications, standards, user flow diagrams, wireframes
* Design thinking & product thinking
* Product/design evaluation – competitive/comparative analysis, cognitive walkthroughs, heuristic review, task analysis, informal user testing
* Prototyping – low to high fidelity
* Typography
* Visual design

Software* Design tools: Adobe CS, OmniGraffle, Sketch
* Dev tools

Technical* Front-end development; SCSS/CSS, JavaScript, web standards, HTML5
* Accessibility/508
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| EDUCATION | University of Illinois at Urbana-ChampaignB.F.A. |