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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. |
| EXPERIENCE | Independent Design/Development  2017 – 2020  Self-directed product design work to develop ideas centered on machine-learning model operationalization, monitoring, and data management.  Director, Product Design/UX  Alpine Data *(acquired by Tibco)*  06.2014 – 11.2016  Director 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 Architect  CA Technologies  12.2009 – 12.2013  Creative 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 Consultant  2008 – 2010  *Key clients/projects:*   * Evernote * Mobile Payments (entrepreneurial) * Essentia Software   Senior User Interaction Designer  PayPal  05.2007 – 06.2008  UX 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 Designer  CollabNet  05.2003 – 05.2007  User 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 Designer  Intraspect Software  10.2000 – 05.2002  Senior Designer/Developer  Metrius / 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 |
| EDUCATION | University of Illinois at Urbana-Champaign  B.F.A. |