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## Profile Statement

I am an interaction designer, with deep experience in lean ux/ui, agile, systems thinking, big data, analytics, and product strategy, solving complex problems elegantly for clients including Dun & Bradstreet, Dell, Disney, FOXSports, frog, HP, IBM, and Sony

## Principal User Experience Designer

Sept 2019 - Mar 2023

### ARRIVE Logistics

Austin TX

- Developed solutions for key growth opportunities in the Contract Market sector, driving research, strategy, vision, design, and delivery
- Collaborated across multiple development teams and silos, utilizing design artifacts to foster improved communication and alignment
- Mentored 15 designers, delivered multiple passion projects, contributed to design systems, led and won HackWeek competition

## Principal User Experience Designer

Mar 2019 – Aug 2019

### TRELAR Logistics acquired by HaulHub Technologies, Mar 2020

Austin TX

- Delivered impactful design and product experience strategies for the construction logistics industry, resulting in substantial value for drivers, contractors, and aggregate producers
- Leveraged rapid iterations and discussions through mockups, contributing to hitting major milestones and attracting significant investments

## Lead User Experience Designer

Nov 2015 – May 2018

### Dun & Bradstreet acquired Avention OneSource Solutions, Jan 2017

Austin TX

- Incorporated user feedback into 2.0 redesign, resulting in increased usage, sales, and market dominance, and subsequent acquisition by Dun & Bradstreet, replacing their aging sales and marketing solution, and re-branding as D&B Hoovers 2.0
- Responsible for design of four products in two silos – D&B's Sales and Marketing Solutions (Hoovers, Data Vision, Data Workbench), and Customer Compliance Risk Management Solutions (Project Fusion)

## UX/UI Designer

Dec 2011 – Jul 2015

### IBM acquired StoredIQ, Jan 2013

Austin TX

- Co-designed a large-scale enterprise data management platform for legal eDiscovery, IT forensics, compliance, records management, and storage optimization, as part of product re-architecture
- Responsible for Administrator & Data Server product experience, managing network of virtual data servers, scheduling the crawling and indexing of global enterprise unstructured data stores

## Interaction Designer

Oct 2010 – Nov 2011

### frog

Austin TX

- Re-imagined Disney World experience, with responsibility focused on ticketing configuration flows
- Organized user stories and information architectures; designed process flows, site maps, interaction behaviors, wireframes, and layouts; produced detailed design documentation in Confluence for hand off to developers, sprinkled liberally with pixie dust

## Senior Creative Director

May 2010 – Sept 2010

### Super! Alright!

Austin TX

- Directed and managed production of videos for Dell's global consumer products, in 11 languages, delivering 6 of 7 sets of product assets early, on an extremely tight timeline, resulting in nearly 80% profit margin in first 6 weeks
- Developed CAD/3D rendering pipeline and delivered Dell's first CGI product photography assets, reducing logistical complexity, speeding turnaround times, and minimizing wasted efforts creating, photographing, and retouching non-functional prototype models