

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 D&B, Dell, Disney, FOXSports, frog, HP, IBM, and Sony

Principal User Experience Designer

Sept 2019 - Mar 2023

ARRIVE Logistics

Austin TX

- Fastest Growing Freight Logistics brokerage, serving both Customer and Carrier sides of the market
- Working across multiple teams in effort to break down silos, improving alignment and coordination through better communication
- Quickly crafting numerous critical solutions, with current focus on largest growth opportunity - Contract Market
- Research, Strategy, Vision Planning, Design Language Exploration and Definition, Concepting Solutions, Flows, States, Requirements

Principal User Experience Designer

Mar 2019 – Aug 2019

TRELAR Logistics acquired by HaulHub Technologies, Mar 2020

Austin TX

- Transportation logistics for the construction industry, providing meaningful value to drivers, contractors, and aggregate producers
- Delivered conceptual approaches, branding, logo, typography, and draft style sheets in the first week
- Led foundational design and product experience strategy, conducting user interviews, illustrating task flows and ecosystem dynamics
- Rapidly iterated and discussed potential solutions via mockups, allowing team to hit all major milestones, thereby generating significant interest, investment, and market momentum for product launch

User Experience Design Lead

Nov 2015 – May 2018

Dun & Bradstreet acquired Avention OneSource Solutions, Jan 2017

Austin TX

- Delivered 2.0 product and subsequent improvements derived from user feedback channels, resulting in increased usage & sales & market dominance, and acquisition by Dun & Bradstreet, replacing their aging sales and marketing solution, and re-branding as **D&B Hoovers**
- Responsible for two products under Avention, managing one Sr Visual Designer, growing to three products under D&B's Sales and Marketing Solutions, and later, four products for vendor and customer Compliance Risk Management Solutions
- Championed design thinking and lean UX processes to rapidly define and scope solutions, drive alignment discussions, generate consensus on path forward, and improve quality of products and team dynamics

UX/UI Designer

Dec 2011 – Jul 2015

IBM acquired StoredIQ, Jan 2013

Austin TX

- Co-designed **Stored IQ Workbench** – a large-scale enterprise data management platform for legal eDiscovery, IT forensics, compliance, records management, and storage optimization – as part of re-architecture
- Responsible for **StoredIQ Administrator & Data Server** experience, managing network of virtual data servers, scheduling the crawling and indexing of global enterprise unstructured data stores
- Utilized veteran Sales Engineers as condensed proxy for users, to understand pain points, define stories, and map processes, resulting in better informed design decisions, and assisting in constructing feature roadmap
- Created conceptual models, personas, user flows, wireframes, interactive patterns, and style guides
- Re-designed application and platform experiences, and scalable architecture resulted in a rapid increase in sales, and acquisition by IBM
- Interviewed paralegal users with eBay, Pitney Bowes, PwC, Deutsche Bank, to understand their digital data collection and tracking needs (legal chain of custody); mentored and advised junior designers conducting additional formative research, ultimately releasing **StoredIQ for Legal**

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
- Re-factored wireframes, style guides, and documentation, resulting in design language consistency across multiple touchpoints, critical to a high-visibility, large-scale, long-term project, with multiple progressive phased iterations, and many cooks in the kitchen
- Liaison for external developers and quality assurance engineers, tracking consistency issues internally and externally with JIRA

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
- Built team of motion designers, editors, CAD engineers, 3d artists, interns, and a copywriter, growing from 1 to 8 members in two weeks
- Produced additional commercial video assets for web, point of sale, QVC, and broadcast
- Creative direction, storyboards, style frames and moodboards, motion and lighting tests, music selection

Senior Interactive Art Director

Feb 2010 – May 2010

T3

Austin TX

- Gained new business with pitch work for Estée Lauder, Livescribe, and Chase
- Designed mobile websites, interactive banner ads, and promotional assets for Chase

Senior Interactive Art Director

Jun 2008 – Jan 2010

Schematic currently Possible Worldwide, WPP

Austin TX

- Directed and mentored multiple distributed teams developing digital marketing campaigns for Dell's global consumer product launches, managing creative design and asset production for up to 45 products concurrently, and teams up to 12 creatives
- Directed conceptual photoshoots, and established photographic standards leading to increased efficiency, standardization, communication, and creativity
- Led pitch for crop circle inspired Alienware social media game, sending Dell and its pool of ad agencies into a feeding frenzy

Client List

IBM	frog	Schematic	The University of Texas at Austin
HP	D&B	T3	Art Institute of Colorado
DELL	Disney	Chase	Saatchi & Saatchi
Sony	FOXSports	Estée Lauder	Budget / Ryder

Design Skills

- Business + Product Strategy
- Systems + Design Thinking
- Scientific Research Methods
- Sketching, Illustration
- Divergent Ideation
- Convergent Refinement
- Clarifying Ambiguity
- Requirements Definition

Technical Skills

- HTML / CSS / DOM
- JavaScript, Python
- SQL, XML, JSON, PHP
- Grep, RegEx, Unix
- Big Data / Elastic Search
- xpresso, maxscript, melscript
- Generative AI – ChatGPT-4, Midjourney, Firefly, Runway

Soft Skills

- Relationship Building
- Team Alignment
- Presentation
- Cross-Disciplinary Collaboration
- Management, Scoping
- Design Leadership, Mentoring
- Personable, approachable
- Humorous, humble

Tools

- Figma, Miro, Sketch, Zeplin
- Illustrator, Photoshop
- After Effects, Premiere, CC
- Cinema 4D, 3dsmax, Maya
- Microsoft Office 365
- Google Suite
- Atlassian JIRA, Confluence
- Pencil, Paper, Whiteboard