

A versatile information architect, UX practitioner and designer with proven skills in conceptualizing, building, testing and managing innovative digital assets. Extensive experience in the financial services, higher education and information security sectors.

CAREER HISTORY

2016-present | **Information Architect & UX Design Lead (Contract)**. Fidelity Investments, Boston, MA

- ◊ Key strategist in information architecture, design and implementation of a reworked Fidelity.com experience reaching more than 12 million users, deflecting upwards of 150,000 calls in its initial launch period, and saving the firm more than \$3.1 million
- ◊ As project design lead, responsible for ensuring UX/UI quality, consistency with existing and in-development channels, and best-of-breed performance among competitors' products
- ◊ Within a closely-knit Agile team, a crucial resource in enabling just-in-time, highly iterative delivery of UX improvements and product features demonstrating an ongoing commitment to customer value

2014-2016 | **UX and Communications Design (Term-Limited)**. Harvard University Information Technology, Cambridge, MA

- ◊ UX and communications strategy, design and implementation for the Identity and Access Management Program at Harvard University Information Technology
- ◊ Key player in UX/UI discovery, requirements gathering, and decisions for launch of the program's principal product within a fast-moving Agile development environment
- ◊ Responsible for creation and ongoing maintenance of program website with a focus on usability, accessibility, adherence to standards, and consistency with other sites in Harvard's ecosystem
- ◊ Instrumental in determining and refining needs for the creation of a dedicated UX team at Harvard University Information Technology

2011-2014 | **UX, Design & Communications**. College of Engineering and Applied Science, University of Colorado, Boulder, CO

- ◊ Oversaw development of college's Drupal-based website – later used as a template for visual and UI design patterns for sites across the entire university – from research and discovery through to wireframes, prototypes, and user testing
- ◊ Helped lead college-wide rebranding effort, including style guides, focus groups, and personas
- ◊ Designed and produced online and print communications and marketing materials with an emphasis on clean, consistent typography, grid-based design, and clear flow between print and online artifacts

2010-2011 | **Social Media & Online Integration Specialist**. The World Company, Lawrence, KS

- ◊ Key strategist in integrating social media—including UX considerations—into overall web identity
- ◊ Created, managed and executed social media campaigns for Lawrence Journal-World advertisers

2010 | **Web Designer (Contract)**. PlattForm Advertising, Lenexa, KS

- ◊ Worked with client leads and developers to assess and address UX considerations in designing higher-education web sites, mobile artifacts, and email campaigns

2007-2010 | **Web/Print Designer & UX Specialist.** GoDaddy.com, Cedar Rapids, IA

- ◊ Key player in Go Daddy's initial forays into iOS app space, including go-to presence on interface standards; worked closely with developers to ensure usability, consistency and clean coding
- ◊ Extensive involvement in A/B and multivariate testing for a user base of millions
- ◊ Critical in major 2009 rebranding, including designing iconography strategy for all Go Daddy products

2006-2007 | **Marketing Specialist/Project Manager.** American Rental Association, Moline, IL

- ◊ Led effort to develop and codify house style, branding and UX/UI standards
- ◊ Designed, wrote and produced online and print materials, including newsletters, magazine ads, direct mail and trade show materials for specialist and technical audiences

2006 | **Creative Lead, Brand Strategist & UX Specialist (Contract).** Inspiration Matters/Inspired Signage, London, UK

- ◊ Directed team of designers on industry-leading digital signage projects
- ◊ Worked closely with developers, sales staff and executives on needs assessment and implementation of both user-facing and back-end UX

2005-2006 | **Product Owner/Editor.** Criterion Publishing, Buckinghamshire, UK

- ◊ Project-based role redesigning and relaunching two internationally recognized trade publications
- ◊ Assessed UX needs, prototyped, created and tested accompanying CMS websites for parallel launch

2003-2005 | **Product Owner/Managing Editor.** World Media Publishing Ltd, London, UK

- ◊ Redesigned and project-managed annual 500-page luxury and boutique hotel guidebook
- ◊ Worked in tandem with developers to wireframe, prototype and implement UI for website relaunch
- ◊ Created solution architecture for new XML-based automated Web CMS and print layout system
- ◊ Oversaw all creative and worked closely with developers, freelancers and agency staff

2001-2003 | **Features Editor & Designer.** The Albany Herald, Albany, GA

- ◊ Designed, assigned and edited features and news sections of 50,000-circulation daily newspaper
- ◊ Wrote science stories, opinion column, music and entertainment reviews, and general features

1998-2001 | **Program Producer & Marketing Specialist.** Fiske Planetarium, Boulder, CO

- ◊ Designed and edited fliers, brochures, mailings, posters and in-show graphics
- ◊ Programmed, scripted and created visuals for new planetarium programming

EDUCATION

Bachelor of Science, Journalism (valedictorian) and Bachelor of Arts, Music (highest honors)
University of Colorado Boulder

SOFTWARE

Design & Web: Creative Suite, HTML, CSS, Drupal, WordPress, Balsamiq, OmniGraffle, Sketch
Administrative: Microsoft Office, Confluence, ServiceNow, Salesforce, Qualtrics
Operating systems: Windows, Macintosh

INTERESTS

Nationally recognized DJ for Argentine tango events and festivals