



USER EXPERIENCE & CREATIVE DIRECTION

Mobile Applications • Responsive & Adaptive Web • Product Development • Integrated Social Media

Quirky and analytical creative professional with 20 years of knowledge and practice developing beautiful and impactful products and experiences.

SKILL SET

- ia Information Architecture, cd Creative Direction, id Interface Design, rs Research, cs Content Strategy, is Interaction Specification, rm Resource Management, ud Usability Design

FEATURED PROJECTS



Conceptualized and architected digital customer loyalty rewards and retention program



Redesigned MSNBC.com to facilitate social interaction and community building around content and broadcast personalities



Re-engineered intranet to encompass and utilize more social activity based on SharePoint and Jive platforms



Optimized flagship site for responsive/adaptive orientation based on industry best practices



Re-engineered multi-ship shopping cart process significantly increasing cart revenue over holiday season



Re-engineered global multi-platform e-commerce mobile application for customers and representative facing e-commerce mobile application



Architected automobile dashboard version of application, mapping functions to steering wheel controls



Architected global digital product design contest and campaign, leveraging MTV's brand and audience



Executed pilot program with Unilever, Shop Rite and Sample Saint introducing cashier scan-able digital/mobile coupons

NOTABLE BRANDS



Charles Schwab



Elle Decor



TD Ameritrade

ESSENCE.com

CLEARCHANNEL

Captain Morgan



match.com



PHILIPS

TRAVEL LEISURE

Scholastic



Morgan Stanley

Crown Royal

INTERESTS



Music



Mentoring



Travel



Games



Art



Style



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EXPERIENCE

CONSULTANT

SENIOR UX/CD
2010 - Present

Worked with a wide range of agencies and companies to create strategy, architecture and design assets and specifications for websites, interactive tools, mobile applications and digital products for various brands including: **Home Depot, Scholastic, Pampers, iHeart Radio, Unilever, and Charles Schwab.**



SENIOR UX CONSULTANT
2012 - 2014

Led and managed UX teams to create dynamic socially focused, responsive/adaptive websites and interactive mobile applications for Fortune 500 brands including: **MSNBC, AVON, Verizon, COACH, Morgan Stanley, New York Life, and Godiva.**



CREATIVE DIRECTOR
2008 - 2009

Established and managed front-end creative department, resources, standards and processes to implement digital properties, campaigns, interactive tools, marketing collateral and special collaborative projects.



DIRECTOR, UX
2007 - 2010

Led UX, design and support teams to plan and implement key digital marketing initiatives for Fortune 500 brands including: **Sony Electronics, Hewlett Packard, MTV, American Express, Travel & Leisure, and Sports Illustrated.**



DIRECTOR, BRANDING & CUSTOMER EXPERIENCE
2014 - 2014

Led creative team, which consisted of information architects, designers, copywriters and producers to architect, design, implement and optimize acquisition, retention, usability, direct sales and re-branding projects.



CREATIVE MANAGER
2014 - 2014

Directed and managed the creation of new brands and digital marketing projects for personal audio group. Led usability and optimization initiatives for flagship e-commerce and B2B platforms.



KEY

- ia Information Architecture
- cd Creative Direction
- id Interface Design
- rs Research
- cs Content Strategy & Design
- is Interaction Specification
- rm Resource Management
- ud Usability Design