

Experience

Crowdfind, January 2014 – Present

Senior User Experience Designer

Conduct user interviews, surveys, personas and competitive analysis to validate value propositions. Ground stakeholders and team in reality with empirical evidence turning assumptions into fact. Build and refine products using Lean UX method. Experience working in an agile production environment. Develop UI designs and visualization strategies to help users accomplish complex tasks associated with large-scale enterprise platforms. Understand and break down complex problems from sketch wireframes to elegant technical solutions while seeking feedback throughout the process. Design and build marketing CMS website and assist with front end development on products. Create a QA process including testing spreadsheets and manage QA testers. Assist in managing weekly sprints, product roadmaps and assigning and overseeing developer tasks.

GreenPSF, September 2013 – January 2014

Director of Interaction Design

Led team by gathering business requirements, researching, designing and executing user experience for web software application. Solved design problems by making the user experience thoughtless and beautiful. Developed product through wireframes, flows, mockups, and jquery. Guided the engineering team to implement the idea. Designed marketing print materials and created marketing web sites using WordPress. Gathered feedback from stakeholders to make sure the experience matched business goals.

Rand McNally, April 2012 – September 2013

Senior Interaction Designer

Led and participated in a team environment designing digital applications, eBooks, responsive websites and email marketing. Gathered business goals and conducted research to understand clients' needs. Developed documentation (flows, wireframes, sitemaps, functional specifications) to create digital marketing solutions. Worked on a variety of concurrent projects.

Frank Lloyd Wright Preservation Trust, February 2009 – April 2012

Senior Print and Digital Designer

Managed the e-commerce and organization websites for usability, seo and content management to maximize revenue and support organization goals; managed and art direct freelancers, contractors and interns; managed all web and print projects; designed logos, business cards, letterhead, quarterly organization publication, posters, advertisements, banners, invitations, postcards; designed and developed concepts for websites, microsites and emails, including wireframes and information architecture; analyzed web traffic and presented usage reports; managed servers.

Spacetacular Design, June 2001 – April 2012

Principal

Designed and developed web, email and print projects for freelance clients such as Sears, Kmart, Lands' End, Blue Plate Catering, Metromix and CareerBuilder, from concept to production; created marketing plans; wrote proposals; analyzed and directed seo; managed projects and client accounts.

DUO : Consulting, July 2006 – November 2007

Interaction Designer

Designed and developed concepts for websites including wireframes and information architecture; built web sites using CSS/XHTML, javaScript and Flash; participated in creative kick-off meetings with clients; developed and presented creative briefs to designers; collaborated with design team; provided advice regarding site evaluations and usability.

Education

Westwood College of Technology, Schiller Park, IL – Associate of Applied Science Degree in GD
Cornell College, Mount Vernon, IA – Bachelor of Arts Degree