

EXPERIENCE

Mayo Clinic (Center for Digital Health), Remote 03/2021 - Present Leading the Care Guidance Portfolio

UX Lead on the Care Guidance vertical of the Center for Digital health. There are multiple products in the portfolio that are focused on "What Mayo Knows".

- Manage the team working on a complex product that takes information in the EMR and pulls all the patient data a clinician needs to help at the point of care. It is model driven.
- Created a UX Process, implemented the use of design plans, annotated wireframes for Agile story acceptance, and held design thinking workshops.
- Mentor young UX'ers, helping create a Design System, work closely with the major stakeholders on process and other UX Leads on how UX can be more effective.

Cox Automotive, New Hyde Park, NY 06/2018 - 07/2020 Director of User Experience

- Restructured and managed 4 groups of multi-disciplinary teams across 4 business units. (located in NY, Dallas, Sacramento, and Groton, CT totaling 9 UX and Product Designers).
- Introduced UX best practices to evolve the company's approach and introduced usability testing, Design Systems as well as helped purchase the UX tools used.
- Launched Dealertrack series of products including The Credit App which lead to a 43% increase in loan application completion. After relaunch revenue increase for this division measured at 6%.
- Relunched the regUSA product. A solid measure of 21% increase in new visitors since April 2020.

IBM Watson Health, Cambridge, MA 05/2016 - 06/2018 Senior UX Design Manager

In charge of the consumer health pillar and created Watson for Genomics and partnered with companies to bring machine learning and blockchain into their healthcare systems.

- Created the design for Watson for Genomics. A late-stage cancer application that allows Pathologists and Oncologists to find the best clinical trials and drugs that match that particular cancer.
- Managed the teams from the Life Sciences pillars from Austin and traveled to New York to manage the Oncology teams while those leaders were recovering from medical events.
- Teamed with the FDA and other partners to implement Blockchain offerings including Proof of Concepts and demos.
- Facilitated over 20 Design Thinking workshops and worked on the Design System for Watson Health.
- Created the Design Studio at Watson Health headquarters in MA, and a team of 28 multi-disciplinary designers that worked across several of the Watson Health pillars.

SUMMARY

As UX Leadership, my focus is on delivering a human-centric, data-driven design that impacts growth and business needs but aligns with the users' needs.

Experience encompasses health, consumer-side mobile, Fin-tech/ financial, eCommerce, B2B, agency work, telecommunications, SaaS applications, and web site design. Visual design, interaction, HTML/CSS, DesignOps, and research methods.

TOOLS/SKILLS

- Sketch
- InVisionApp
- Adobe XD
- Adobe Creative Cloud
- Figma
- Framer
- Github
- Asana
- AzureDevOps
- Auryc
- Jira/Confluence
- Mural/Miro
- Zeplin
- Trello/Zenhub
- HTML/CSS
- Qualtrics
- WalkMe
- userZoom
- UXPin
- Axure
- Video tutorials

Human-centered design, team management, User Research, interaction design, graphic/visual design, Mobile UX, SaaS design, enterprise design, eCommerce, purchasing products, performance plans, track projects, distill user-insights, consensus building, persuasion, service design, drive the UX process, cross-functional teams, qualitative/quantitative research, define measurements of success, requirements writing, DesignOps

Highway 22 - Kansas City, MO
UX Design Director

08/2015 - 02/2016

UX agency with a diverse clientele working closely with stakeholders to combine user research, data, planning, and logical reasoning to create a better end-to-end experience to their products.

- User research and analysis for a Federal online insurance application to change the idea of who would be using the product so the right tone would be set for the demographics using their website.
- User Research methods like Current State Analysis, demographics, competitive and comparative analysis, user segments, behaviors, personas, journey maps, prototypes and more.

H&R Block Corporate - Kansas City, MO

01/2013 - 04/2015

UX Manager | Interaction Design & Consumer Facing Mobile

Focused on 3 client-facing consumer apps - H&R Block brand app, 1040EZ, and Emerald Card app.

- Headed up retail and digital product lines - focusing on Interaction Design product lines such as Tax Pro product line, onboarding flow of apps for both Web and Mobile.
- Managed a team of 5 in-house interaction designers and designers from our external UX firms for my projects.
- Project management, research, and interaction to decrease the pages needed while increasing user interactions by 165%.
- Developed RFP's and managed external UX firm relationships.
- Created the Design System, interaction standards, spec docs, style guides, over 15 prototypes for user testing, and consulted on creating responsive websites for multiple internal teams.

Sprint - Overland Park, KS

08-2010 - 01-2013 (also in 2007-2008)

UX Strategist III / Innovations & eCommerce team

- Participated in a patent for "Method of Accessing Services From a Mobile Device".
- Bringing great customer experiences to the eCommerce team in 2007-2008 and the award-winning Innovations team creating new products for Sprint like the Sprint Zone app.
- Managed a team of 5 that created and developed a Customer Service browser-based app for the Chrysler car application program.

Teva Neuroscience - Overland Park, KS

10-2006 - 08-2007

Senior Web/UX Designer

- UX lead for design and created dozens of websites using research, strategy, wireframes, visual design for Teva's generic drug companies.
- Worked closely to define the CSS behavior alongside development.

A Box of Pixels, LLC, Glen Cove, NY

01/2001 - Present

Head of Design/UX

Leading UX design, product design, strategy, user research, usability testing, and visual design techniques to get the best user experience for various companies.

- Creating a strategic experience design using methods like Design Thinking and Design Sprints to be able to get to the users' needs faster and thus creating a solid ROI.
- Using co-design and multiple methods design, research methods, Adobe XD, Sketch, whiteboards, Figma, Miro/Mural, Typeform, Google Analytics, Axure, InVision App.

COMMUNITY INVOLVEMENT

- Created 2 courses for LinkedIn Learning on DesignOps and designer/developer workflows. 2 more to come.
- UXPA Board Member UXPA LA for special projects, creating a jobs book
- Guest speaker at Harvard Business Extension, Interviewing workshop for Trilogy Education Services and a UX Panel: Cross Functional Teams for Tech Circus
- UXPA Mentor
- Speaker at Adobe MAX 2010/2015 for a full day pre-conference class on UX and UI for everyone
- Adobe Community Professional (events, website, forums, writer, webinars, etc.) and freelancer from 2004-2017
- Speaker at multiple conferences such as Adobe MAX
- Organizer of D2W, a workflow conference for designers and developers for 4 years in Kansas City with speakers from all over the globe
- **Patent holder from Sprint for "Method of Accessing Services From a Mobile Communication Device"**

CERTIFICATIONS & EDUCATION

- Adobe Certified Instructor
- CompTia CTT+ Technical Trainer Certification
- Johnson County Community College (JCCC) (1986-1993) Psychology, Graphic Design, theater and photography. 3.75 GPA