

SUMMARY

As the Director of UX, my focus is on delivering data-driven design that impacts growth and business needs, but aligns with the users needs. I thrive in working with leadership and stakeholders, product, and engineering while building multi-disciplinary teams and helping build the career of individuals.

My experience encompasses consumer-side mobile, Fin-tech/financial, eCommerce, B2B, agency, telecommunications, Saas, health applications and web site design.

EXPERIENCE

A Box of Pixels, LLC, Glen Cove, NY Founder, Consultant, Strategist, Head of Design/UX

01/2001 - Present

In my time in UX, I've done front end, interaction design, user research, visual design, usability and that allows me to be able to assess a situation and be able to figure out which method works best in a given scenario.

Being able to get to the user needs faster and thus the ROI of a project because of the ability to work with engineering, Product and Business is always key. Using a variety of methods like, Design Thinking, ideation, iteration for agile product design and development products. Use of lean UX practices to ensure alignment with client development cycles.

CLIENT LIST (ABRIDGED):

Adobe	AARP	Burger King	David Nanos Productions
F2 New Media	USA FDA	Geochat	Hills Pet Nutrition
Ingram's Magazine	Microsoft	MacSource	River City Solutions
Samsung	Sprint	Sunflower Dermatology	ThingDigital
Teva Neuroscience	Walmart Health		

Cox Automotive, New Hyde Park, NY Director of User Experience

06/2018 - 07/2020

Cox Automotive is a conglomerate with 25 subsidiaries like Kelley Blue Book and Autotrader. My work focused on helping UX be a centralized team others could count on and look to for what the future state might look like based on data and the users needs. While responsible for 4 UX teams across the automotive dealership, DMV, and States retail and finance products, the value was working as one UX team rather than just one person per product group.

- 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%.
- Restructured the UX team as one multi-disciplinary unit and relaunched the regUSA product. A solid measure of 21% increase in new visitors since April 2020.
- Had the pleasure of working with 4 teams (located in NY, Dallas, Sacramento, and Groton, CT) totaling 9 UX and Product Designers.
- Evolve the company's approach to User Experience design based on industry best practices, including agile development methodologies.

Senior UX Design Manager IBM Watson Health

05/2016 - 06/2018

IBM Watson Consumer Health - In charge of consumer health and created Watson for Genomics (as seen on [CBS 60 Minutes 10/09/2016](#)). Partnered with companies to bring machine learning and blockchain into their healthcare systems.

- Built the Design Studio at Watson Health headquarters - 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.
- Formed and managed a team of 28 multi-disciplinary designers that worked on the Oncology and Life Sciences pillars
- 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.

Highway 22 - Kansas City, MO UX Design Director

08/2015 - 02/2016

UX and product development agency with a diverse clientele.

- Created the research and Current State analysis for a Federal online insurance application, changing the idea of who would be using the product and the tone within.

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H&R Block Corporate - Kansas City, MO

UX Manager | Interaction Design & Consumer Facing Mobile

01/2013 - 04/2015

A tax preparation company offering 31+ digital products for consumers and tax professionals. 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 interaction designers.
- 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 10 prototypes for user testing, and consulted on creating responsive websites for multiple internal teams.

Sprint - Overland Park, KS

UX Strategist III / Innovations & eCommerce team

2007-2008 and 08-2010 - 01-2013

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

COMMUNITY INVOLVEMENT

- Guest speaker at Harvard Business Extension, Interviewing workshop for Trilogy Education Services and a UX Panel: Cross Functional Teams for Tech Circus
- 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)

HARD SKILLS

Sketch, Adobe XD, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, etc.), Figma, Framer, InVision, Slack, Github, Asana, Trello, Jira, Mural, Miro, Abstract, Zeplin, graphic design, Mobile UX Design, SaaS design, Enterprise Design, Design Systems, HTML, CSS

SOFT SKILLS

Leading, consensus builder, persuasion, conflict resolution, crisis management, client and stakeholder management, mentor, communicator, self-motivated, adaptability, decision making, planning, budgeting, understanding, teamwork, clarity, confidence, respect, empathy, great listener, non-verbal communication, constructive feedback, friendly, diversity positive, delegate, collaborative, innovative, negotiator, curious, calm, optimistic, organized, persistent, observational, takes initiative, logical reasoning, and lateral thinking, analytical, inspirational, imaginative, integrity, discipline, patient, authentic, enthusiastic

KEYWORDS

Customer Experience, Design Thinking, Design Systems, Enterprise, SaaS, PWA, Progressive Web Apps, Heatmap, Experience Design, Process, Remote, Local, User Interface Design, typography, eCommerce, cross discipline, User Interaction, Usability, Interaction Design, User Research, UX Process, Experience Strategy, UX Roadmaps, Design Thinking, Workshop facilitation, Research methods, Usability Testing, team building, B2B, B2C, Prototyping, End-to-End design, UI, cross-functional, team management