

I am a full stack product designer who helps create intuitive, useful, and engaging experiences by applying insights gained from users. From user research to interaction design, prototyping, usability testing, and visual design - I bring a variety of skills to bear on every project.

DataFox (Acquired by Oracle) - Product Designer

San Francisco, California, November 2017 - November 2018

Sole designer for the product. Conducted extensive customer research interviews. Whiteboarded and ran design exercises with the team. Created wireframes and functional prototypes. Ran usability sessions. Created final visual designs. Successfully collaborated with members of all teams to ensure customer and business objectives were met.

Kahuna - Senior Product Designer

Redwood City, California, February - June 2017

At Kahuna, I worked closely with product management and the design team to deliver innovative designs for marketing automation across various channels such as push notifications, email, SMS, and in-app messaging. I interviewed marketing professionals, developed personas, and created wireframes and interactive prototypes.

Autodesk - Freelance User Experience Designer

San Francisco, California, July 2016 - February 2017

Collaborated with the Account team, which focuses on the subscriber experience for Autodesk's SaaS model. I designed workflows, wireframes, journey maps, and prototypes. I also designed and conducted usability studies to get customer feedback on our designs.

The Climate Corporation - Senior User Experience Designer

San Francisco, California, March 2014 - January 2016

At The Climate Corporation I collaborated with the executive, product management, engineering, and design teams to deliver world class experiences improving farm efficiency and providing crop insurance. Interviewed farmers and insurance agents in the Midwest. Created experience maps and personas. Generated user flows, wireframes, specifications and prototypes for iPhone and Android, tablet, and the web. Teamed with user researcher on usability tests.

AtHoc (Acquired by Blackberry) - Senior User Experience Designer

San Mateo, California, December 2012 - December 2013

AtHoc is an emergency management company that provides a platform for targeted notifications across a wide range of devices. I interviewed users and subject matter experts, created personas and scenarios, and produced artifacts such as wireframes and user flows. I helped to establish the product's visual design, as well as prototyping in jQuery and After Effects. I also spearheaded the creation of pattern and component libraries.

Cisco - User Experience Designer

San Jose, California, February 2011 - October 2012

Focused on Cisco's enterprise social media platform within the Collaboration Business Technologies group. Designed user-centered solutions for complex business needs. Created wireframes, user flows, and built prototypes. Collaborated with user researchers in usability studies.

Microsoft - User Experience Designer

Mountain View, California, September 2009 - November 2010

High fidelity prototyping for user-testing of Office for Mac. Built interactive help modules for the product suite. Motion graphics for special projects including ideation for Office on the iPad.

Whipsaw - Freelance User Experience Designer

San Jose, California, June - September 2009

User experience design of the Cisco umi consumer telepresence system. Collaborated with industrial designers on interaction and user interface design. Created wireframes, user flows, and prototypes.

McCann Erickson - Interactive Designer

San Francisco, California, January 2006 - February 2008

Designed and built microsites, banners, and pitches for Microsoft advertising campaigns. Created motion graphics and edited video.

Newsweek - Interactive Art Director

New York, NY, April 2004 - December 2005

Sole interactive designer with Newsweek's Sales and Marketing group. Created engaging and effective experiences leveraging animation, interactivity, video, and original music.

Hollow Moon - Creative Director

San Francisco, CA and New York, NY, March 1999 - April 2005

Ran my own design agency which provided marketing and interactive services for a variety of clients. Designed, developed, and illustrated interactive features for the Wall Street Journal, including coverage of the invasion of Iraq. Collaborated with editors and journalists to clearly and elegantly communicate breaking news stories. Designed the J.Crew website. Designed the motion graphics for Janet Jackson's website. Designed and built the website for the launch of the Intel Pentium processor.

Macromedia - Interactive Designer

San Francisco, California, July 1998 - February 1999

Crafted a wide variety of product launches, presentations, interactive demos, and icons. Shot video and still images, created marketing materials using a wide array of software and techniques.

Tools

Graphics & Code: Adobe Creative Suite, HTML, CSS, Javascript, Sketch, Omnigraffle, Axure, InVision

Video: Premiere, After Effects, video encoding, editing and compression, Additional Skills

Other: Copy writing, script writing, storyboarding, music production & audio design, illustration, project scoping and budgeting

Education

Pratt Institute, Brooklyn, NY

BFA, Painting

Client List

AtHoc (Blackberry), Autodesk, Charles Schwab, Cisco, The Climate Corporation, Cole and Weber, Eleven, Grey, Intel, J.Crew, Janet Jackson, Kahuna, McCann Erickson, Microsoft, Modem Media, The New York Mercantile Exchange, Newsweek, Organic, SAP, Traction, Venables Bell and Partners, Wall Street Journal, Whipsaw

Other Interests

World travel, sailing, scuba diving, guitar

Recent work samples on request