

Passionate leader and problem solver with 15+ years' experience navigating projects towards successful design solutions. Skilled in distilling complex information and systems down to their core elements and employing design insights acquired from the game industry to craft experiences that drive deep user engagement and achieve aggressive business goals.

Experience (Past 10-Years)

Vaccines.gov | Boston Children's Hospital - Principal Designer (2021-2023)

- Successfully managed the timely design handoff of Vaccines.gov from the White House's U.S. Digital Services Team to BCH.
- Drastically cut design and development times and ensured design consistency across the site by creating an atomic design system that enabled the team to smoothly transition to a component-driven development process.
- Optimized user search experience on vaccines.gov by employing rapid prototyping and usability testing methods, resulting in numerous improvements to the site including a 25% increase in users' accuracy while also reducing their task completion times.
- Facilitated cross-functional workshops for a variety of outcomes including aligning team members and stakeholders around a shared vision and establishing project tenets.

SMART Technologies - Creative Lead | Senior UX Designer (2018-2020)

- Streamlined SMART's Multi-Regional Support features and user flows, resulting in the successful migration of over 40,000 active European accounts to new European servers.
- Led initiative to seamlessly integrate new Multi-Region Support features and user flows into all of SMART's digital product experiences
- Improved efficiency and user satisfaction by enabling automated software provisioning for schools and districts in SMART's Admin Portal.
- Aligned cross-functional teams by creating UX artifacts to foster mutual understanding of current state and future solutions.

Amazon - Creative Lead | Senior UX/UI Designer (2011-2016 / 2017-2018)

- Handpicked by senior leadership to spearhead the design of two CEO-initiated projects, numerous game interfaces, and product concepts for high-profile clients such as Disney and Lucasfilms' Star Wars franchise.
- Developed and executed the design strategy for Amazon Game Studios' website, transforming it into a compelling recruiting tool that was pivotal in the studio's explosive 355% growth over 2 years.
- Pioneered a revolutionary game development process for AGS by creating proof-of-concept animatics that established a clear vision for game teams and studio heads.
- Produced numerous R&D concepts that were awarded 10 U.S. patents, demonstrating a proven track record of innovation and creativity.
- Regularly improved user satisfaction scores through rapid prototyping, testing and iteration.
- Spearheaded workshops as part of the Amazon Explore team to highlight the importance of guide experience, resulting in the development of more guide-centric features and a significant improvement in customer tour experience and user satisfaction scores.

Cornish College of the Arts - Design Program

BFA with Honors, cum laude

Skills

Design

UX, UI, Product, Graphic, Web, Interaction, Visual, & Game

Methods

Requirements workshops, Data analytics, Stakeholder interviews, Contextual research, Task flows, Information architecture, Project tenets, User journeys, Data visualization, Wireframes, Design kits/systems, Rapid prototyping, Animatics, Usability testing, & Asset creation

Tools

Figma, Sketch, Axure, InVision, Photoshop, Illustrator, Unity, After Effects, Final Cut Pro, Java/HTML, UserTesting.com

Leadership

- Facilitated workshops to define product requirements, establish project tenets, and unify teams around a common vision.
- Organized team-building activities to promote productive work environments and foster team collaboration.
- Led initiatives to seamlessly integrate new features and systems into existing product experiences for multiple teams.
- Mentored junior designers to help them "level-up".
- Excellent delegation and resource management skills.

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