

Summary

Design leader ready to make an immediate, measurable impact.

- 11 years experience designing and building B2B, B2C, and enterprise software and websites
 - Creates solutions that are deliberate, polished, elegant, and delightful
 - Consolidates flows and defines automation requirements to make experiences efficient and error-proof
 - Teaches and mentors up-and-coming designers through live designing, demonstration, and explanation
 - Presents with confidence, authority, and conviction to leaders, stakeholders, and teammates
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Knowledgeable and experienced in all stages of product and experience design. Provides end-to-end design support.

Discovery

- Analysis, research
- Audience segmentation
- Use case and persona definition
- Journey mapping
- Time and schedule estimation
- Plan creation

Design

- Wireframing, storyboarding
- Information architecture, navigation
- Workflow simplification, optimization
- Rapid prototyping
- Moderated feedback sessions, usability testing
- Iterates and recommends tangible improvements

Documentation

- Communicates status and progress
- Defines precise requirements
- Shows UI behavior for various states, interactions
- Demonstrates edge-case solutions

Execution

- Developer hand-off and collaboration
 - Supports implementation and launch
 - Identifies bugs and inconsistencies
 - Recommends A/B testing strategy
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Clients and Collaborators

- Prudential Financial
 - Fidelity Investments
 - Walmart
 - Jos. A. Banks
 - Mayo Clinic
 - Deloitte
 - Ametek (Telular)
 - Planview
 - Recreational Equipment, Inc. (REI)
 - SecureLink (Impravata)
 - Southern Glazer's Wine & Spirits
 - RNDC
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Experience

PHACTS.io

Remote - USA

Principal Product Designer

05/2023 - Present

Summary

Proposed AI/ML-driven public health software that cross-references real-time search trends with government data.

Status

Locating and identifying interest, funding, and collaborators.

Expero

Remote - USA

Senior UX Designer

09/2021 - 05/2023

Summary

Designed data-driven B2B, enterprise, and government software for expert users.

- Mentored and taught teammates best practices and tricks for Figma and other design software
- Shared learnings with designers and developers
- In realtime, built and explained flows and functionality within Figma, Miro, and other tools

Accomplishments

- Contract extensions
- My team's designs led to the acquisition of a SaaS client

Finance

Redesigned a Funds of Funds management system moving billions of dollars (USD).

- A human-centered approach led to a more efficient and error-proof experience
 - Prototyped and documented use of automation to drastically decrease the time-to-completion of tasks
 - Improved teamwork by adding communication relays and documentation into workflows and UIs
 - Created a design system and UI kit from scratch based on existing style guides
 - Redesigned and improved 10 major workflows that included 100+ individual UIs
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SaaS Suite Modernization

Led UX and UI modernization for a suite of four SaaS products.

1. Network security software enabling granular control of outside access to internal devices
2. Vendor software that helps third parties provide remote support
3. General purpose IT management tool to help keep track of a company's internal permissions
4. Healthcare compliance and case management software that uses machine learning to identify inappropriate accesses by analyzing anomalies in user behavior

Reimagined and overhauled legacy experiences that were distinctly different from each other.

- New workflows have a cohesive, consistent visual language and behave like a software suite
- Content- and data-first approach leads to a cleaner, uncluttered, and more refined overall aesthetic
- Proposed automation and more thoughtful default settings lead to measurable improvements

Logistics

Modernized and improved trailer tracking software.

- The SaaS application helps trucking fleet operators manage and analyze data from physical sensors
- Identified new ways to use available data to increase the software's value proposition
- Built out multiple ways to visualize and interact with data
- Refined map-based flows by aligning experiences with leading navigation and place-of-interest-finding apps
- Created novel ways to filter data

Government Case Management Software

Worked on a team finding ways to rebuild a SaaS product and make processes more efficient with AI.

- The software helps government agencies fulfill internal and public-facing information requests
- Completed in-depth research into tools, assets, and services to be used in a rebuild
- Built visual prototypes of proposed AI-driven workflows
- Created still and video-based presentations summarizing our work and recommendations

Technical Project Management

Made complex data filtering more intuitive and user-friendly.

- The SaaS product helps track and analyze time, budgets, and expenses for technical projects

Prudential Financial

Roseland, New Jersey

Manager, Experience Design

04/2021 - 09/2021

User Experience Designer - Full Time

06/2018 - 04/2021

User Experience Designer - Contract

09/2017 - 06/2018

Summary

Led design for finance and insurance projects.

- Oversaw UX and UI design for projects
- Led design discovery, research, planning, and prioritization
- Used Sketch, InVision, and Adobe XD for design and prototyping
- Wrote scripts and created usability tests with UserTesting.com and UserZoom
- Worked with agile teams to execute user acceptance testing, implementation, and launch

Accomplishments

- One of my prototypes – created with Sketch and InVision – saved a jumbo client contract
- The contract was worth 100s of millions of dollars in premium and managed assets
- Awarded six impact awards
- Facilitated or designed for 15 design sprint workshops
- Promoted from contractor to full-time UX designer, to manager

B2B Projects

- Reporting for employer-provided retirement plans
- Employer life and disability insurance web app
- Permission-granting for insurance marketing/apps

B2C Projects

- Finance-based insurance product portal
- Insurance and leave management app
- Virtual finance coaching
- Maternity leave education and tracking
- Explaining required minimum distributions (RMDs)
- Group savings app for families with relatives abroad
- Freelancer tool to track spending, find gig work
- Emergency savings product

Internal Enterprise Apps

- Call center software
- New hire onboarding
- Facilitator training

DMW&H

Carlstadt, New Jersey

Web Developer

01/2014 - 04/2017

Summary

Built logistics software for distribution centers (DCs)

- Clients: retailers, 3rd-party logistics, and distributors
- Our team built software that runs conveyor systems, interfacing with other data systems and our programmable logic controllers (PLCs)

Accomplishments

Worked on 25 successful projects.

- Contributed ideas and solutions to a company of experienced engineers

Responsibilities

Redesigned and rebuilt reporting suite

- Wrote SQL to query data
- Visually redesigned 40+ reports
- Customized different audiences
 - C-suite, DC managers, ground workforce

Created how-to reference guides

- Explained how to use our software
- Used concise technical writing
- Explained parameters and workflows

Led training sessions

- Demonstrated routine day-to-day operations
- Explained algorithmic implications of parameters
- Showed how changing settings impacts efficiency

QA Testing

- Analyzed data and identified errors and bugs
- Completed quality assurance testing
- Found errors in data output

Racy Sides (Freelancer)

Remote - USA

UX Designer and Developer

01/2012 - 01/2014

Summary

I made clients proud of their homes on the web.

Accomplishments

I now know how to code the front end for most UIs.

Clients - Businesses

- dBm Corp - radio frequency testing equipment
- KMBCBA - behavioral therapy practice
- The French Quarter - a food truck
- Trellis - mobile app

Clients - Creatives

- Jacob Plasse - music producer
 - Chulo Records - record label
 - Ric Cantor - film director
 - Dave Laden - film director
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Education

The College of New Jersey (TCNJ)

Ewing, New Jersey

BA - Journalism, Communication, and Music, with a Focus on Interactive Multimedia

08/2007 - 12/2011

Skills

- UX architecture
- UI design
- Visual design
- Interaction design
- Mentoring and teaching
- Rapid prototyping
- Design system creation
- Data visualization
- Data analysis
- Documentation creation
- Information architecture
- Persona definition
- Audience segmentation
- Journey mapping
- Use case definition
- Goal-setting
- Prioritization
- Time to completion estimation
- Design workshop facilitation
- UX research
- Moderated usability testing
- Unmoderated feedback script writing
- Wireframing
- Storyboarding
- Reporting
- Presentation
- Highlight reel creation
- Video editing
- Basic animation

* Passed LinkedIn Assessments

- HTML*
- CSS*
- Javascript*
- Figma
- FigJam
- Front-end development
- Sketch
- Adobe XD
- Adobe Creative Suite
- Miro
- Mural
- Final Cut Pro
- Principle
- Keyshape
- Word
- PowerPoint
- Excel
- Docs
- Slides
- Sheets
- Keynote
- Logic
- Wordpress
- SQL
- Basic PHP
- Copywriting
- Proposal writing
- Typography
- Layout