

Contact Information

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Education

Bachelors of Science
Digital Media
Marist College
Poughkeepsie, NY

Professional Skill

- Design Thinking
- User Research
- UX Design
- XD Strategy
- User Testing
- Innovation
- Content Strategy

Application Skills

- Figma
- Sketch
- AxureRP
- Adobe Creative Suite
- Miro
- HTML5
- CSS
- JavaScript

Summary:

As a seasoned UX designer with over 15 years of experience, I leverage UX strategy, human-centered design, and deep collaboration to build enduring customer relationships. I have experience working with Fortune 100 clients in industries such as healthcare, energy, international logistics, and pharmaceuticals. My passion lies in creating innovative solutions that solve user problems while connecting the dots between business and UX strategy. I strive to continuously learn, to develop empathetic solutions that enhance people's lives, and to assist clients in conceptualizing and launching groundbreaking digital experiences.

Experience

TA Digital: Senior UX Designer 12/20 - 5/23 Remote

- Managed client relationships and collaborated with project teams to deliver best-in-class solutions within scope and budget.
- Craft empathetic experiences for clients through the use of wireframes, prototypes, and high-fidelity visuals that thread the needle between business objectives and end-user needs.
- Successfully delivered projects in the healthcare, medical device, finance, and international logistics industries.
- Led the UX and strategy initiative for the initial phase and roadmap of Equinity and AST Financial's public websites through the creation of a new IA structure and flexible templates that allowed the client to effectively serve all users with 35% less overhead.
- Led the creation of Robinson Fresh's new marketing website, incorporating a new IA model, expanding content strategy, and redesigning branding, providing Robinson Fresh with a scalable platform to more effectively engage with customers.
- Led the design phase of a successful collaboration with United Healthcare and Credera for the 'Guide Me' project. I collaborated with the client to create high-fidelity designs and interactive prototypes, which were tested and iterated upon for the MVP launch.

Kaiser Permanente: Senior UX Designer (Contractor) 8/19 - 12/20 Pasadena, CA

- Led the redesign and migration of Kaiser Permanente BCSSP (business customer self-service platform) to Adobe Experience Manager (AEM).
- Owned the BCSSP's UX strategy phase to redesign the site experience, providing brokers and business owners with an expanded ability to access and leverage critical insurance plan information.
- Collaborated with the marketing team to strategize migration and re-categorize all existing content into a new site architecture.
- Collaborated closely with the internal research team to shape and conduct the BCSSP testing plan, with critical findings being implemented into future designs.
- Ensured BCSSP migration designs met accessibility requirements, collaborating with the ADA team for visual and user interface compliance.

Highspot: Senior Product Designer 12/18 - 3/19 Seattle, WA

- Led the design for the Highspot Slack integration project creating strategic goals, interaction design and visual design.
- Worked to facilitate a road map for the company's smart page infrastructure.

Avanade: Senior Consultant of User Experience 12/12 - 12/18 New York, NY & Seattle, WA

- Drove successful UX consulting engagements in eCommerce, data analytics, personalization, digital tools, and shaping human-centered strategies.
- Collaborated with design and development teams to successfully deliver client projects to meet strategic needs within scope and budget.
- Worked with global brands such as ExxonMobile, Visa, Pfizer, FedEx, and Microsoft.
- Core contributor to ExxonMobil's Sitecore website redesign, leading efforts for Marine, Wholesale Fuels, and Base Stock, leveraging component methodology and a lead scoring system.
- Created a new consumer healthcare portal for Pfizer that allowed regions to search production globally, resulting in a 66% reduction in go-to-market task time.
- Designed a management application for Molson Coors's revolutionary beer dispensing system, reducing the cost of beverage distribution by over 50%.

The CementBloc: Interaction Designer (Freelancer) **10/12 - 12/12** New York, NY

- Created wireframes and work flows for the Apriso UCan program, Afinitor ABC, and Afinitor TSC.
- Worked with writers, creative directors, and clients to create wireframes and workflows.

Blue Fountain Media: Information Architect (Contractor) **6/12 - 8/12** New York, NY

- Worked along with designers, developers, and account directors to develop wireframes and prototypes in line with client requirements.
- Worked closely with clients to create custom web designs and technical solutions.

Thomas Publishing LLC: IA & UX Designer (Contractor) **11/11 - 6/12** New York, NY

- Drafted user flows and dynamic window properties to enable TechMATCH Pro users to create custom requirements.
- Assisted in designing an automated matching and scheduling system that matches attendees and vendors based on their preferences.
- Designed the web application interface, usability, and window structuring for the Future Leaders program, allowing members to interact with protégés and document the mentoring process.
- Collaborated with the development team to design the custom taxonomy mechanism for the TechMATCH Pro web application.
- Collaborated with marketing and development teams to expand features and improve the user experience by redesigning the TechMATCH Pro website.

Global Spec: Front End Developer **9/11 - 11/11** Albany, NY

CliffRose Systems: Lead Designer **11/08 - 6/11** Albany, NY

Mayr Communications: Graphic Designer **6/07 - 7/08** Ridgewood, NJ