

A trusted, versatile leader and mentor. Collaborative partner. AI enthusiast.

KEY SKILLS

User-centered Design • UX Strategy • Visual Design • Scale & Growth • Management • Gen AI

CORE STRENGTHS

Design Leadership & Team Management

- Provide strategic direction for the overall design vision, ensuring alignment with client & design strategy.
- Lead, mentor, and inspire a high-performing design teams, fostering a culture of innovation, collaboration, and excellence.
- Staying informed of industry trends, design methodologies, and emerging technologies to maintain a competitive edge—drive thought leadership amongst teams.

Product Design

- Inform and direct the end-to-end design process, from conceptualization to implementation, ensuring a user-centric approach.
- Collaborating and overseeing with program & product management and engineering teams to drive the delivery of visually compelling and intuitive user interfaces.

Brand & Systems

- Managing and evolving client's brands, ensuring consistency across all surfaces.
- Work closely with marketing teams to develop visually compelling experiences.

User Experience (UX) and User Interface (UI)

- Define and enhance the overall user experience, ensuring a seamless and enjoyable journey for our customers.
- Drive the development of intuitive and visually appealing user interfaces across web and native platforms.

Cross-Functional Collaboration

- Collaborate with key stakeholders, including product managers, engineers, and executives, to ensure design solutions align with business goals.
- Champion the importance of design thinking throughout the organization.
- Influence and advocate for inclusive design methodologies.

EXPERIENCE

Group Creative Director, UXD – Huge x Google

March 2022 - December 2023

- Played a key role in shaping & scaling up product design and user experience for Google, leading six product teams in delivering impactful work through product design, design systems, design concepts, and integration across various core products including Search, Ads, Nest, Assistant, Bard, Workspace and Android Auto.
- Contributed to the revenue gain of \$6mm in under 7 months
- Maintained an average of 9.2/10 for TRR scores from client satisfaction
- Provided staff planning, project pitches, creative briefs and worked across teams and leadership to maintain a design-led culture.

Director of Design & Operations – GoodRx

June 2021 - March 2022

- Facilitated a lean design system that improved adoption rate by 12% in four months
- Led the product team through a major rebrand overhaul of the GoodRx design system to deliver a unified experience across the org, accounting for over 60 unique components
- Oversaw improvements to our Kanban process to improve our cycle times and flow which provided faster delivery to our consumers

Creative Director, Experience Design – One North

July 2018 - June 2021

- Landed several large clients with projects billing over \$700k each
- Migrated the entire company to Figma and saved roughly \$20k/month in operating fees; facilitated an exclusive agency partnership with Figma to become 1 of 8 partner agencies
- Led & built a design system capability to provide an additional revenue stream that had brought in over \$500k in two months; supported teams across projects to implementation

Director, User Experience Design – Upshot

November 2017 - July 2018

Design Director – Popular Pays

January 2016 - November 2017

Lead Interactive Product Designer – Magic & Might

June 2014 - January 2016

Associate Creative Director – VSA Partners

March 2013 - May 2014

Senior Interactive Designer – VSA Partners

December 2010 - March 2013

Interactive Designer – VSA Partners

June 2008 - December 2010

EDUCATION

Northern Michigan University – School of Art & Design

2000 - 2004

- Lead web designer for the school Athletics Department and Intramural Sports. Built sites for primary athletics, ticketing systems, marketing needs and emailers. I keep this in here to remind me how far I've come since getting into web design when no one else knew how to quite yet!
- "Best in show" winner – 2004 Senior Art Show

EXPERTISE

**Figma, Figjam, Miro, Google
Workspace, Adobe CC, Jira,
Confluence, ChatGPT,
MidJourney, Leonardo.Ai**

**Framer, Webflow, HTML, CSS,
GitHub, After Effects, MS 365,
Teams, Planner, Asana**

Good Working Knowledge

**MacOS, iOS, Android,
Chrome OS**

Geek Level

Expert Level