

Summary

Research-driven UX leader with a talent for understanding complex problems and communicating solutions to diverse audiences. Over 20 years' experience using strong software development knowledge, effective cross-discipline collaboration, and detail-oriented execution to deliver successful user-centric designs. Proven ability to lead projects and teams in agile/lean environments.

Accomplishments

- Planned and led the third phase of an educational web app that helped children with special educational needs become more engaged and meet learning targets.
- Worked with a team of five to conduct workshops and interviews with over 100 participants in 17 countries to define a vision for an insurance placement system.
- Employed iterative prototyping to research, design, and test a well-received price negotiation tool for a global investment bank in less than six weeks.
- Art directed a data-driven journalism feature that won the Scripps-Howard National Journalism Award.
- Used contextual enquiry, remote user interviews, and usability heuristic analysis to design a set of reusable UI modules for a post-trade analytics software vendor.
- Worked with engineering, product management, and customer service to design a mobile-first, responsive MVP which used analytics to drive behaviour change.
- Combined web analytics, competitive analysis, and user interviews to design a mobile website focused on regular rail passengers.

Experience

{buzz • User Experience Designer • Oct. 2017–Present

Led the creation of a unified UX vision for consumer and B2B products. Developed design process and strategy. Planned and executed the design of a home insurance app including research, experience design, and validation testing. Designed and helped implement internal processes for customer service and content creation. Led A/B experimentation on a conversion funnel. Hired, managed, and mentored junior team members.

Freelance • User Experience Designer • Apr. 2017–Oct. 2017

Combined competitor reviews, heuristics, interviews, and research into the psychology of human relationships to deliver projects for EY and Barclays.

Just Eat • Senior User Experience Designer • Dec. 2016–Apr. 2017

Worked in a multi-disciplinary team to design tools for restaurant partners and customer service representatives. Identified and collaborated with stakeholders across the business. Planned and lead workshops. Performed generative and validation research. Defined KPIs. Created lean personas, user journeys, and mental models. Designed visuals and interactions based on in-house style guide.

Tobias & Tobias • Principal User Experience Designer • Mar. 2012–Dec. 2016

Planned and lead multiple concurrent projects for clients such as Intel, Barclays, and Deutsche Bank. Worked closely with client product owners, developers, BAs and senior management to design mobile, web, and desktop applications. Conducted research including interviews, workshops, and user testing paper and digital prototypes. Integrated UX with clients' agile processes. Mentored junior staff. Planned and executed knowledge-sharing initiatives.

Yahoo! Europe • Frontend Engineering Manager • Sep. 2006–Sep. 2011

Managed engineering teams. Scoped work, gathered requirements, wrote project plans, and wrote specifications. Designed, user tested, and developed web interfaces for internal tools. Coordinated internal and external teams in Taiwan, Israel, Europe, Bangalore, and Sunnyvale. Mentored junior staff.

3Sixty Internet Ltd • Interaction Designer/Tech Manager • Mar. 2004–Sep. 2006

Function New Media AG • Interface Designer • Sep. 2001–Sep. 2002

APBnews.com • Creative Director • Oct. 1998–Nov. 1999

Genoa Business Forms, Inc. • Designer/Business Analyst • Oct. 1997–Jul. 1998

SyForce, Inc. • Designer/Account Manager • May 1996–Oct. 1997

Skills

- Interaction, user experience, and graphic design for web, desktop, and mobile
- User-centred design tools such as personas, experience maps, service blueprints and mental models
- Design thinking techniques including workshop planning and facilitation, journey mapping, iteration, divergence/convergence, and sketching
- Creating and presenting design deliverables including wireframes, concept models, product maps, content models, site maps, build guides, and taxonomies
- Research methods including contextual inquiry, interviewing, heuristic evaluation, competitor analysis, and formal, guerrilla, and remote user testing
- Prototyping with paper, code, or dedicated software
- Gathering and analysis of business, stakeholder, and technical requirements
- Methodologies including agile, lean, Jobs to be Done, and Google Design Sprints
- Industry-standard software such as Sketch, InVision, OmniGraffle, Keynote, Axure, Microsoft Office, Google Docs, Photoshop, and Illustrator
- Web technologies including HTML, CSS, and JavaScript/DOM

Education

Bachelor of Arts in Political Science, Northwestern University • May 1993

Law, Georgetown University Law Center • Aug. 1993–Oct. 1994

Visual Communication, Northern Illinois University • Jan. 1995–Dec. 1995