



SUMMARY

For more than 13 years I have been creating compelling experiences, across multiple digital platforms, in the disciplines of User Experience, Product Development, Engineering and Marketing. I deeply understand the technical aspects of these practices and leverage this knowledge to forge alliances across silos and build world-class web experiences.

As a leader, I've held management positions building, growing, and establishing visions for design teams. I foster cross-functional relationships, evangelize design and design culture, and always advocate a user-first approach.

I'm always looking to push the envelope and love telling a story with information that will solve for business problems and build ROI. In the process, I look to create innovations that delight customers and stakeholders alike, and still remain grounded in the reality of a large complex corporate ecosystem.

EXPERIENCE

User Experience Group Manager

Salesforce | 2015 – Present

- Manage daily operations of UX department for industry-leading cloud computing provider
- Collaborate with senior management to prioritize and identify opportunities to improve the user journey, with the goal of increased lead generation and customer empowerment
- Triage deliverables from internal group and vendors
- Head of research department and all related projects in AMER and EMEA regions
- Helped grow UX group from 2 to 13 members
- Established and instituted department's design systems, libraries, processes, standards and prototyping methods
- Led and executed initiatives that increased engagement, reduced bounce and increased operational efficiency

Information Architect

Salesforce | 2014 – 2015

- Responsible for providing best practices in the disciplines of information architecture, navigation design, interface and interaction design, rapid prototyping, usability testing, usability research / testing, and wireframes

User Experience Architect

Peet's Coffee & Tea | 2013

- Conducted heuristic evaluations, user research, and information architecture for user accounts, checkout, and shopping cart on Peets.com
- Created wireframes and flows to communicate interaction and design concepts
- Worked alongside engineering, product, and business stakeholders to ensure interaction continuity and a high quality experience

User Interface Architect

Rambus | 2013

- Client engagement and customer requirements definition
- Direction and/or project management of development team
- Development of templates in CMS to allow client implementation
- Define strategy for taxonomy and content tagging and creation
- Process improvement and automation

Product Manager / Platform Deployment Manager

Apollo Group | 2012 – 2013

- Define requirements for student information systems as part of a comprehensive learning platform for delivery as a white label SAAS solution for any university
- Engage with UX, engineering, QA and project management teams to scope work, negotiate and manage priorities, and review progress
- Participate and conduct in UX research and persona development
- Create medium fidelity prototypes to solicit / evangelize business and interaction requirements

Consultant - SEO / SEM

Various Clients | 2009 – 2010

- Pilot and alpha concept explorations with early-stage products and development of prototypes to final implementation and marketing
- Competitive analysis and development of brand cohesiveness
- Increased market share through SEO / SEM, social networking, and PPC campaigns
- Top placements in all engines for desired keywords. Increased site traffic up to 140%
- Coordination with internal / external marketing in creation of social media strategy
- Generation of detailed SEO reports detailing effectiveness of efforts

Senior UX Designer / Accessibility Manager

Apollo Group | 2007 – 2012

- Management of team of UI designers both locally and remotely
- Establishment of accessibility department and overall culture promoting coding best practices for Apollo Group & tenant products and properties
- Solicitation / evangelization of departmental initiatives to stakeholder to get buy-in
- Development of all UX deliverables... adhering to UCD and universal design principles
- Religious and extremely fanatical adherence to W3C standards
- HTML / CSS / .JS UI coding and implementation

Web Developer / Designer

Various Clients | 2003 – 2007

- Development of websites for clients including Lane Bryant, Uggs Australia, Teva, Deckers Outdoor, Rockford Fosgate, All Solutions Consulting and Channel 13 News

EDUCATION

Certificate in Product Management

University of California Berkeley

Masters in Information Systems

University of Phoenix

Bachelor of Fine Arts in Graphic Design / Computer Imaging

Northern Arizona University

PATENT

AUTOMATED ADDITION OF ACCESSIBILITY FEATURES TO DOCUMENTS

Patent #9268753