



I'm a strategic Design Leader, a Usable Experience Crafter, a constructive Mentor, a Creative Thinker, a Product Designer, a Complex Problem Solver, a Brainstormer, a Creative UX Director and I can speak Front End Development from the experience of actually doing it. I'm a collaborative Product Management and Engineering partner, I'm Lean and Agile. I've been designing beautiful digital experiences for Users for over twenty years.

Empathetically Designing.

For 20 years

Ozmo **Product Design Director** - As Director of Product Design at Ozmo, I work at both a strategic leadership level - shaping customer journeys across a family of products and as a hands-on mentor, jumping into any project or initiative to influence and shape toward better outcomes. My starting task was to shape a strong design team and practice from the ground up and develop team standards and approaches. My growing team of designers practice collaboration and evangelization across departments, arriving at desired results via their strong relationships.

We test and experiment with actual users, arriving at business goals and validation through data. I've built a team that can dig deep in a big discovery exercise or quickly gutcheck to garner enough confidence and move decision making forward. We're designing beautiful interfaces that support users all while we have fun doing it. I demand a design group that can learn from each other, sharing ideas and opinions as though we're sitting together in a classroom, but actually spread across disparate, functional product teams. We deliver consistently within agile processes and work ahead so we can shape what the future looks like for each of our products.

Block.one **Product Design Manager** - Beginning as one of the early members of the Block.one, I worked with the Design Director to build and grow a robust design team. One of my major passions is being a mentor and building teams of collaborative, intelligent, multidisciplinary individuals that can deliver together in amazing ways. We focused on learning from and informing each other constructively. I managed daily activities and resources, ensuring on time delivery at expected quality. Together, my team and I performed user and usability testing regularly to collect data and inform our products. With research at hand I interacted heavily and collaboratively with both Engineering, Product Management and Program Management teams to define, design and develop products while continuously refining our own processes and relationships. I lead design and UX on multiple Block.one initiatives, including Voice - a social media platform built on Blockchain tech, which I was mostly responsible for as the Design Lead.

Exadel **UX Director** - Lead the Creative, UX (Product) and Marketing Teams, informed and executed UX & UI solutions for anything from Mobile Applications to Enterprise Solutions. Both my teams supported sales and new business efforts as well. We ensured our ideas were executed according to our vision by working collaboratively with Development Teams and across disciplines. I lead initiatives and process development across my team and within the company as well.

Motive **Senior Interactive Art Director** - At Motive I was the lead on all Digital-Interactive projects, but also the lead on Gatorade and Van's Foods Accounts. In addition, I lead various projects, spanning advertising mediums including Mtn Dew, Pepsi, Amp, Goodness Knows, Native Eyewear and SoBe. Conceptual thinking / Ideation was also a vast amount of daily workload at Motive.

Proof Advertising **Senior Interactive Art Director** - At Proof I worked as a specialist within the Agency, focused on Interactive work and experiences. Working directly with the Interactive Creative Director, I lead projects and was involved in everything from conceptual thinking to pitch work.

Virginia Tech **Adjunct Faculty** - As an adjunct faculty of the School of the Visual Arts, I taught Web Design to Junior and Senior Design students. We covered topics such as Information Architecture, User Experience and Usability, Interaction Design and specific nuances of designing for the web. The class was structured in a way to resemble how a project would flow and behave in an agency setting. *There's more.. but it doesn't fit.*

Education

Savannah College of Art and Design 2010 - **Masters of Arts in Interactive Design.**

Virginia Tech 2003 - **Bachelor of Fine Arts**
with a concentration in Graphic Design and emphasis on multimedia.

A few of the clients I've worked with



WillWork2Create