

Professional Experience

DDB California

Experience Designer/Researcher/Strategist

July 2013 - Present

Synthesizing client needs, research, and strategy into delightful interfaces & information architectures; developing user journeys to inform multi-channel brand experience, establishing user-centered design thinking throughout the agency.

Selected Projects

'Stealth Mode' Project

Designed digital experience for personalized food data & nutrition-sensing technology startup. Included mobile app and "Smart Oven" architecture, screen flows, feature set, interaction design, wireframes, prototypes, and presentations.

Con Agra Foods: Reddi-Wip, PAM, Hunt's, PF Chang's, Bertolli, etc.

Using research & consumer data, created brand-specific workshops. Created tools for teams to ideate around user behavior, and materials to inform creative strategy.

Qualcomm

Designed responsive microsite and Scavenger Hunt mobile app to support campaign. Created personas, user flows, wireframes, content strategy & prototypes.

Contract

UX Designer & Researcher

July 2012 - July 2013

Identifying user requirements by conducting user testing, analyzing user goals, & studying how users consume content. Envisioning architectural schemes, features, functionality, and interface; creating user flows, designing & evaluating structure, navigation & information.

Intel (Razorfish)

Created and presented responsive re-design roadmap, conducted profile management competitive analysis, and designed for new Search features on Intel.com.

VNTG Mobile App (Independent)

Created architecture, sketches, wireframes, mockups, prototypes, and data research. Created website, led user testing and overall UX on iPhone app for wine enthusiasts.

UX Fellows' Gesture Study (GoToMedia)

Conducted in-person interviews, used task-based testing, and sketched to communicate how users navigated gesture-controlled consumer electronics.

Bolt Peters

UX Researcher

Mar 2012 - July 2012

Improving user experiences for clients, conducting remote UX studies for prototypes and products, developing concept designs and/or architectures in response to research findings.

Autodesk University

Designed and led 12-user remote observation and inquiry of Autodesk users about the annual conference, and the online class-related experiences and behavior.

New York Times Personas

Collaborated to analyze research findings, and condensed hours of interview footage into short video clips which supported persona groups.

ethn.io

Identified existing design issues through validation testing, conducted generative research to inform key new features, created user flows, sketches, and mockups.

Contract UX/Web Designer

January 2010 - February 2012

Developing information architecture, user flows, wireframes, and personas. Creating specification documents, and some HTML/CSS coding & site implementation.

BusinessLeads.com

Developed site architecture system and user flows, wireframes, annotation systems, personas, and scenarios. Created specification documents for designers and developers.

Alamo Oaks Dermatology

Site development, analytics insight, and created site map and assets.

Additional Experience

Guest Critiquer Dec 2013

Assisted Vincent Higgins' Miami Ad School UX class.

UX Week / Workshop Assistant, Aug 2012

Assisted Cyd Harrell in 'Remote Research' Workshop.

www.remoteresea.ch, May 2012

Created content for remote research blog.

Education

Multimedia Studies:

UX / UI Design Certificate, 2012

San Francisco State University -
College of Extended Learning.

Bachelors of Fine Art:

Painting w/ Honors (3.84 GPA), 2006

California College of the Arts.

Tools

Adobe Creative Suite, Final Cut Pro, Camtasia, Silverback, iShowU HD & Usability tools. Omnigraffle, Sketchup Pro, HTML5 & CSS3, CMS