

summary

Experience

- Seven years collaborating with software engineers and product owners in an Agile software development environment.
- Nine years creating wireframes, workflows, mockups, prototypes and visual designs leveraging user centered design principles.
- Six years evangelizing user experience from within, leveraging UX tools to improve product management and software development processes.
- Five years creating interactive designs, developing HTML and CSS code while maintaining customer-driven websites.
- Seven years creating, editing and managing content.

Skills

- Excellent written and verbal communication skills.
- Able to work autonomously or collaboratively as a member of a cross-functional multidisciplinary team.
- Outstanding triaging, decision making and problem solving skills.
- Deadline driven, extremely detail oriented, highly organized, creative and resourceful.
- Bringing people together through genuine shared interests to cultivate cross pollination of ideas and foster stellar corporate culture.

capabilities

User-Centered Analysis & Design

Workflow, Wireframe and Prototype Creation
Mockups, Visual Designs, Storyboards
Usability Testing, A/B Testing, Analysis of Website Analytics
User Research Interviews and Surveys, Persona Creation
Information Architecture, Sitemaps and Navigational Structure

Interaction and Visual Design Tools

Photoshop, Illustrator, Acrobat Pro
Axure, Proto.io, Silverback, OmniGraffle, Visio, Survey Monkey
Word, Excel, PowerPoint, Keynote, Google App Suite

Development

Agile Methodology, Lean Startup Methodology, Jira, Rally
HTML, CSS, Javascript, Twitter Bootstrap, Material Design
Dreamweaver, Hand Coding
Macintosh, Windows

highlights

First to implement UX practices at an established B2B SaaS company practicing Agile as well as Lean Startup methodologies. Created a shared understanding of UX with software engineers and product owners by integrating with Scrum teams and producing provisional personas, work flows, wireframes, visual mockups and interactive prototypes within existing sprint cadence. Demonstrated the value of user centered design by conducting surveys, usability tests and A/B tests to convince colleagues at all levels of the organization of the value of UX. Worked with recruiters and hiring manager to craft job descriptions, develop interview protocol, conduct interviews and successfully build a UX team of 5 within 18 months.

Partnered with product manager during ideation phase of a new B2B SaaS product to produce wireframes followed by visual comps based on several rounds of user interviews. Collaborated with a software engineer to create an interactive prototype with realistic data in order to conduct usability tests. Worked with business development to recruit participants, wrote test script and conducted usability tests at an industry conference. Analyzed results and made recommendations to begin beta development of product with expanded team.

Acted as user advocate during requirements gathering sessions with business partners, developers and stakeholders to help guide decisions toward user-centric solutions. Translated business requirements into wireframes, visual mockups and user workflows as a member of an Agile interdisciplinary team to form the organizational foundation of B2B ecommerce platform that generated over \$6 million per day in sales.

Designed a series of A/B tests to support the business goal of increased conversion via account sign up. Worked with software engineers to implement Website Optimizer to perform tests. First new design tested increased conversion by 25%.

Conducted customer interviews along with product manager to create shared understanding of user goals for existing B2B SaaS product. Melded understanding of user, business and technology goals to redesign the product resulting in a 15 point increase in our Net Promoter Score (NPS) and nearly doubled product usage among existing customers.

Taught user centered design principles to developers through demonstration and practice while embedded on the team, simultaneously expanding their skill set and increasing UX awareness in the development community. They were ultimately able to make thoughtful UX decisions without direct guidance, speeding development and improving the user experience of the product.

Led the effort to consolidate disparate personas into a single cohesive set leveraged by user experience, product management, engineering and marketing.

employment

- Commerce Kitchen** Nov 2016 - Present
Denver, CO
Director of Experience Design
- ReadyTalk** Oct 2013 - July 2016
Denver, CO
User Experience Design Engineer
- HomeAdvisor, Inc** May 2013 - Oct 2013
Golden, CO
Senior User Experience Designer
- Return Path, Inc** Aug 2010 - May 2013
Broomfield, CO
User Experience Engineer
- Staples, Inc / Corporate Express, Inc** Jul 2006 - Aug 2010
Broomfield, CO
Lead Interactive Designer
User Experience Web Designer
eBusiness Content Developer
- HostWorks, Inc** Nov 2005 - Jun 2006
Denver, CO
HTML Developer
Customer Support Technician
- Metropolitan State College of Denver** May 2005 - Nov 2005
Denver, CO
Web Manager
- Sun Microsystems, Inc** Jun 2000 - Nov 2004
Broomfield, CO
Technical Support Engineer II
OS/Software Support Technician
User Administration Technician
Remote Access Support Technician
- CallConnect Communications, Inc** Feb 1997 - May 2000
Boulder, CO
Help Desk Analyst
Web Content Developer
Benefits Counselor
Customer Service Specialist

education

- Certified Usability Analyst** 2008
Human Factors International
- Bachelor of Science in Technical Communications** 2010
Metropolitan State University in Denver, CO
 - Concentration in Interactive Media Production
 - Digital Media Minor with a concentration in Interactive Media Production
 - Award: Outstanding Multimedia Student of the Year, 2006
- Continuing Education**
- UX Immersions: Interactions** May 2017
Workshop - Designing for Animation and Motion with Val Head
Workshop - Prototyping to Drive Design Collaboration with Chris Risdon
- Lean UX Workshop** by Jeff Gothelf Mar 2016
- UX + PM Virtual Conference** by User Interface Engineering Feb 2016
- Digital Customer Experience Strategies Summit** Sep 2015
- A Day Apart: Mobile Design Now** by Luke Wroblewski Nov 2014
- An Event Apart** Industry conference for design, code and content Nov 2014
- Customer Experience Journey Mapping Workshop** by Oracle Mar 2014
- UX STRAT Masterclass** by Paul Bryan Mar 2014
- Agile for Teams** by Agile for All Aug 2013
- IA Summit 2012** Mar 2012
Workshop - Designing with Agile: Fast and Effective UX Methods That Work
Workshop - Better Process by Design
- Presenting Data and Information** by Edward Tufte Jun 2011
- IA Summit 2011** Apr 2011
- User Centered Analysis & Conceptual Design** Jan 2008
The Science and Art of Effective Web and Application Design
Practical Usability Testing
Putting Research Into Practice
Human Factors International