



■ OVERVIEW

Senior User Experience / Product Designer with 15+ years of experience, and a solid understanding of various product development frameworks and methodologies (Lean Startup, Jobs framework, Business Mapping / Lean Canvas) used to create products that are driven by strategy first, and user needs above everything else. Having an understanding of the business goals in tandem with the needs of the end user, as well as a true understanding of the problem we are trying to solve, is what I believe creates intuitive and effective products that people love.

■ PROFESSIONAL EXPERIENCE

Red Ventures

Lead Product Designer - Internal product development / July 2014 - Present

My current focus within the organization has been working with multiple internal product teams across various disciplines (Chat, CRM, Paid Search, Customer Experience) to optimize existing tools and develop new products. This includes initial strategy sessions with the business teams (DIRECTV, American Express, ATT, Verizon) to first understand the business needs and goals, as well as conducting user research to determine current pain points and functional needs for end users. From there, collaboration with the product / project managers and engineering leads result in defining the MVP and creating a product roadmap to guide development and sprint planning through an iterative and phased approach. In addition, I am also leading the initiative to scale our internal product design discipline as a whole, define operational guidelines and engagement with business teams, and outline team structure and needs.

Process:

- Conduct requirements sessions with senior leadership and C-Suite executives to understand the vision, strategy, and business goals necessary to define relevant KPIs
- Whiteboard user journeys and develop wireframes with continued collaboration across the product team throughout the initial design phase to keep everyone aligned with the UX strategy and overall product vision
- Additional wireframe and UI design in Sketch to create high fidelity screen designs for prototyping
- Develop prototypes using InVision and Principle (for animation) to test users on completion of tasks through pre-defined flows for initial user testing
- Gather feedback, make adjustments to screen designs (if necessary), and document functional requirements / specifications prior to development
- Oversee development and maintain close involvement in sprint planning/prioritization to ensure design and functionality requirements are being met
- Continue user testing, gathering of feedback, iterating, and working closely with the Product Manager to plan and prioritize future feature needs and implementation

Achievements:

- Current focus (last 10 months) spent working on our proprietary internal chat platform to solidify the product for external licensing to current and future RV Partners
- Implemented proactive chat notifications for mobile users to drive engagement which resulted in a 67% increase in visit-to-chat and a 112% increase in visit-to-chat order
- Lead the initiative to create and implement a standardized UI Kit / Design System that spans across all internal products which resulted in a reduction of Front-End Development time by 50% when developing new features and/or products
- Additional product experience includes development on our proprietary Paid Search Analytics platform, A/B Split + Multivariate Website Optimization platform, and Sales + Order Processing CRM platform

**■ PROFESSIONAL EXPERIENCE** *(continued)***Eric Mower and Associates***Senior Interactive Art Director / October 2007 - July 2014*

Incorporated user-centric design principles to concept and design various high-impact websites (desktop / mobile / responsive), landing pages and direct email campaigns for a number of high-profile clients such as Freightliner Trucks, Domtar Paper, Milliken, GE, and Remington.

- Brought a stronger emphasis on UX and a user-centric design approach across the organization to what was previously a traditional, full-service advertising agency that didn't place much importance on the overall user experience
- Focused on first defining the strategy and understanding client goals (KPIs) above all, to create experiences that delivered results
- In addition to visual UI design and art direction, also focused on Flash / Actionscript development for a number of site modules and banner ads

2ndNature :: an interactive studio*Lead Interactive Designer / July 2005 - October 2007*

Worked on a multitude of projects from websites to various multimedia experiences, including tradeshow displays for clients such as Welch Allyn, Proctor & Gamble, and Nestlé. Understanding client needs and mapping out the user journey through interaction flows and wireframes for each multimedia experience was key to our concept development process.

- Responsible for conceiving, UI / visual design, HTML / CSS / Flash development, and overseeing the development team to ensure cohesion throughout the project to final deliverable
- Initial conceiving included the creation of user journeys, interaction diagrams, site maps, and wireframes
- Provided sound design / audio production resources for various clients based on project need

■ EDUCATION

Valencia College - Orlando, FL

Associate in Science - Graphic/Multimedia Design Technology [May 2001]

Cayuga Community College - Auburn, NY

Associate in Science - Television/Audio production [May 1994]

References available upon request.