



SUMMARY

I am a product designer who is passionate about research, visual and interactive design, and how my role fits into an agile development cycle. My goals are to continue my career in design leadership and help build world-class web and mobile applications. In past positions, I helped my team achieve their goals with my expertise in user-centered design.

WORK EXPERIENCE

6/15/2016 - 10/31/2018

Senior Product Designer, Townsquare Media

At Townsquare Media, I worked as the only product designer for Townsquare Interactive. I advocated the practice of user-centered design within my team of designers, developers, and product managers. Our process involved interviewing, observing, and questioning our users which lead to creating an empathy map, user journeys, and scenarios which drove our decisions when creating wireframes, mockups, and prototypes.

When we created an internal Customer Relationship Manager and twenty additional tools that fit into that platform, our sales increased by 90%, and our churn rate dropped by 75%.

Adobe CC, Sketch, Zeplin, Confluence, Google Docs, Chili, Git, Bootstrap, Material, and AngularJS

2/2016 - 5/2016

UI/UX Contract Designer, Danker

Danker is a furniture dealership which services New Jersey corporations outfitting them with Steelcase and other manufacturers products. I was hired as a contractor to define the information architecture for eight departments and to design the user's experience for a new website. I created a strategy document which outlined business and customer goals as well as pain points. The strategy document defined user journeys & scenarios which drove the decisions when designing the wireframes, mockups, and the creation of the website.



WORK EXPERIENCE

2/2016 - 5/2016

Continued...

UI/UX Contract Designer, Danker

Upon implementation of the strategy document I created and the launch of their new website, Danker captured five new markets outside of New Jersey. They continue to grow to this day.

Adobe CC, Google Docs, WordPress, PHP, Bootstrap, jQuery

9/2014 - 9/2016

Art Director, Art Move Magazine

Art Move Magazine is a quarterly printed magazine that covers art, design, music, and food culture in Lincoln, NE. I was hired to revamp the art direction, editorial layouts, and branding while determining the best user experience while reading the magazine. Our process involved creating a strategy document, personas, and user journeys which lead us to design wireframes, mockups, and prototypes until finalizing an overall design direction.

After my second issue, Issue 4, we won the 2014 Nebraska art history award. Distribution expanded to four cities; readership increased by 400%, and due to our ad sales program I initialed we became profitable by Issue 5.

Adobe CC, Google Docs, Microsoft Office, Balsamiq

8/2010 - 9/2015

UX Lead & Creative Director, Art & Soul Beads

Art & Soul Beads was an online e-commerce store that sold beads and jewelry to customers. I was hired initially as a visual and interactive designer on a limited-scope contract. I worked with the business owner to create a complete redesign of the site and to improve the information architecture and user's experience for the e-commerce store. After seeing an initial 20% increase in sales after the launch of the redesigned website, I was then brought on as a long-term UX Lead and Creative Director Contractor.



WORK EXPERIENCE

8/2010 - 9/2015

Continued...

UX Lead & Creative Director, **Art & Soul Beads**

To build on our initial success, we used A/B split testing across all of our sales channels. Based on the analytics we changed our strategy which led to increased sales 11 to 15% year to year.

Adobe CC, Google Docs, Microsoft Office, WordPress, Shopsyte, Shopify, HTML, CSS, Bootstrap, jQuery

7/2013 - 6/2014

Principle & Creative Director, **Vigilante**

Drawing upon our experiences in our local startup community, Vigilante worked with new and existing businesses to provide strategic branding direction, digital and interactive design, and marketing strategy.

Notable successes:

- Launched Wendy Bantam's first e-commerce website and blog where she taught her visitor's painting techniques and sold paintings and prints to her many fans worldwide.
- Our revamp of Nowear Extreme Apparel's e-commerce store increased sales by 15%
- Working with Nina Wilson, we helped her launch her brand and website which established her as a local expert in holistic therapy in Lincoln and Omaha, NE. Sales and demand for her services increased by 20% after our involvement.

Adobe CC, Google Docs, Microsoft Office, WordPress, Woo-Commerce, HTML, CSS, Bootstrap, PHP, jQuery

Continue...



WORK EXPERIENCE

9/2012 - 8/2013

Founder & Creative Director, Hip Pocket

Hip Pocket is a business to business tool that allows bank customers to view their peers average paid mortgage. As one of the founding partners, I identified our potential clients and communicated with their customers to develop an understanding of their pain-points when shopping for a new or refinanced loan. Hip Pocket's comparison tool was purchased by Union Bank & Trust, Lincoln, NE.

In my role as Creative Director, I created all of our wireframes, mockups, and prototypes which were based on our business goals and customer feedback in the Lean UX process for our web and mobile application.

Our tools enabled our client's customers to save an average of 3 to 4 percent on their mortgage. The institutions which purchased our tool increased consumer confidence and their presence in the market.

Adobe Illustrator, Photoshop, and Dreamweaver, Google Docs, Microsoft Office, .net, ASP, HTML, CSS, Bootstrap, jQuery

7/2007 - 2/2013

Principle, Visual & Interactive Designer, Chapman Studio

Chapman Studio was an agency which serviced clients for needs in visual, interactive design and development. Initially, my focus was on branding and web design I later expanded my services to include mobile and web applications.

Collaboration with clients on other projects began to occur as my reputation grew. Together we created web and mobile applications to expand their reach into new and existing markets.

Adobe Illustrator, Photoshop, and Dreamweaver, Google Docs, Microsoft Office, IOS, Android, JavaScript, PHP, HTML, CSS, jQuery



SPEAKING EXPERIENCE

2016 - 2018 Monthly Presentations, Townsquare Media

2013 Keynote Speaker, Startup Weekend

2011 Entrepreneur Days, Turbine Flats

AWARDS

2014 Art History Award, Nebraska Art Council

EDUCATION

1996 - 1997 AAS Graphic Design, Southeast Community College, Milford, NE

GROUPS

2016 - Present Design Driven NYC, <http://designdrivennyc.com>

2014 - 2015 Louisville IxDA, <https://www.meetup.com/ixdalouisville>

2013 Nmotion, <http://www.nmotion.co/accelerator>

2011 - 2014 Nebraska UX, <https://www.meetup.com/Nebraska-UX>