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Approach

Through 17 years as a designer and manager, I have earned a reputation for solving novel and complex problems through empathy and innovation.

Whether I'm designing a new product, mentoring a junior designer, or pitching new business, I learn what my audience cares about and how they use technology, because I believe this practice is the foundation of products and experiences that people love.

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User Experience Leadership

Director, User Experience & Design

Optaros by MRM//McCann 2016–

Building design practice from ground-up at award-winning e-commerce systems integrator: defining operational standards, job descriptions, and career paths for a team in New York and Bucharest, Romania.

- Led design projects from business development (pitching, scoping), research (user interviews, user testing), replatforming (feature prioritization, wireframing, interaction design, technology enablement, accessibility), through launch and support (roadmap, design enhancements).
- Defined e-commerce strategy and vision for clients including GM, eBay, GSK, and Massy Group.
- Led omnichannel e-commerce experience design engagements for clients including GM, LG, Clarks, AB InBev, Century 21, Kendra Scott, Sennheiser, Nestle, IDEC, and SiteOne.
- Led business development for creative-driven RFPs, grew design practice from team of one to managing 7 direct reports.
- Collaborated with technology architects to ensure high-quality implementation of approved designs.

Director of User Experience

BORN Group 2015–16

Led team of six UX designers for e-commerce agency. Responsibilities included business development and resourcing for up to 15 simultaneous projects. Clients included Design Within Reach, Herman Miller, Melissa & Doug, Brixton, Huf, DVF, and the NFL.

- Leadership and mentoring for a team of six UX designers, guiding them through research activities, client presentations, and strategic thinking.
- Accountable for all agency UX, I provided quality control for deliverables and maintained a grasp of the strategy, business goals, IxD paradigms, and IA for all projects throughout the development lifecycle.
- Created road map to grow UX practice, with initiatives to increase research and strategy capabilities.

User Experience Lead

Big Spaceship 2014–15

Led UX design engagements for IFC Films and Fred Segal, delivering high-impact interaction design on accelerated timeines. Consulted for clients including Google, YouTube, and BMW.

User Experience Lead

Behavior 2012–14

Led UX design engagements for clients in health care, financial services, and higher education, including the University of Michigan and Cablevision.

Senior Information Architect

Navigation Arts 2010–12

Led user research, information architecture, and user experience design for the U.S. Department of State.

User Experience Designer

CQ Roll Call 2009–10

In-house UX designer for consumer media products, white-label apps, and internal content management tools.

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Design & Development

Internet Systems Specialist

U.S. House of Representatives 2005–09

Designer and front-end developer for in-house design and support team. I designed and hand-coded over 20 websites for committees, representatives, and caucuses. I was the lead designer for House.gov in 2006–07.

- In 2007, my analysis of the performance of the House’s search engine led to funding and implementation of a Google Enterprise Search across all House websites. This increased valuable first results from the top 100 queries from 2% to 100% and relevant results from 15% to 100%. The 15-month process was featured in DIY UX at An Event Apart and *.net* magazine.

Managing Director

Spazowham Design Group 2002–05

Standards-compliant and Section 508-compliant code and design for clients that included the Claire Trevor School of the Arts at the University of California, Irvine.

- Managed client relations for all projects and a five-person team.
- Agency site featured as a best practice for accessible design in *Designing With Web Standards*.

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Education

M.A. Communications, Culture & Technology

Georgetown University 2008–11

My thesis “The Form of the Web Browser and Its Social Effects” traced the roots of debates on the web’s social effects in the designs of Netscape and Microsoft browsers in the “browser wars” of the mid-1990s.

B.A. Studio Art

University of California, Irvine 2000–04

For my thesis, an art book *The Minimals of Downey, California*, I was a finalist in PenUSA’s Rosenthal Fellowship Emerging Voices program in 2004 and published in the Institute for Cultural Inquiry’s anthology *Searching for Sebald* in 2007. Other honors: Undergraduate Studio Residency, 2003. ArtsBridge America scholar, 2002–03; taught elementary school art classes.