Summary —

I'm a design leader with over 20 years experience leading global teams and shipping visionary digital products. I have grown design practices in world-class organizations in a range of industries, made bold decisions that stood the test of time, and demonstrated a commitment to accessibility, inclusivity, and mentorship. I attribute my reputation for elevating designers' work and successfully evangelizing user experience in large organizations to my empathy, diligence, and life-long passion for design.

Experience —

Skeptical Digital — **Founder & Principal Consultant** — **2024–present**

Freelance strategy, user research, product management, digital marketing, and experience design consulting for community-oriented and non-profit clients.

Nasdaq — **Senior Director, Digital Design** — **2019-23**

As an enterprise design leader, led design of Nasdaq.com and supporting product ecosystem: a SaaS marketing site and financial news and data hub with companion app with up to 12 million monthly visitors. Charted a path forward for design processes and architecture across organizational silos as part of the product design steering committee.

- **Growing revenue:** Designed features and navigation elements to improve site traffic and programmatic revenue, including My Quotes feature which led to a sustained 10% increase in pageviews per session since introduction in January 2021.
- **Leading digital rebranding:** Led complete redesign of Nasdaq.com to align with new brand and established digital brand guidelines.
- **Empowering content marketers:** Spearheaded changes to Nasdaq.com's Drupal CMS, enabling content marketers to create and manage their own content in the new Nasdaq brand. Grew web production team capacity from 30 to 400+ digital destinations launched in 2022.
- **Developing new processes:** Created and refined novel design process to maximize development capacity, improve documentation quality, and introduce accountability for accessibility. Oversaw adoption of design system and coordinated its architecture with enterprise stakeholders, increasing speed-to-market for new features on Nasdaq.com and other enterprise products.
- **Building a global team:** Prepared executive presentations to support Digital Transformation initiative that resulted in growing from a team of one to 4 direct reports in the United States and Bangalore, India. Evaluated, hired, and coordinated external agencies to ensure consistent design and UX.
- **Leading across the enterprise:** Member of product design steering committee, a group of design leaders coordinating decisions ranging from user interface elements to career paths across organizational silos.

Optaros by MRM//McCann — **Director, User Experience & Design** — **2016-19**

Built 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.

- 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 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.

BORN Group — Director of User Experience — 2015-16

Led team of 6 UX designers for e-commerce agency. Clients included Design Within Reach, Herman Miller, Melissa & Doug, Brixton, Huf, DVF, and the NFL.

- Leadership and mentoring for a team of 6 UX designers, guiding them through research activities, client presentations, and strategic thinking.
- Created road map to grow UX practice, with initiatives to increase research and strategy capabilities.
- Business development and resourcing for up to 15 simultaneous projects.

Big Spaceship — User Experience Lead — 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.

Behavior — User Experience Lead — 2012-14

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

Navigation Arts — Senior Information Architect — 2010-12

Led research, IA, and UX design for the U.S. Department of State.

CQ Roll Call — User Experience Designer — 2009-10

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

US House of Representatives — Internet Systems Specialist — 2005-09

Designer and front-end developer for in-house design and support team. Designed and hand-coded over 20 websites for committees, representatives, and caucuses. 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. 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.

Spazowham Design Group — Director — 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.

- Agency site featured as a best practice for accessible design in *Designing With Web Standards*.

Education —

Georgetown University — MA, Communication, Culture, and Technology — 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 to the designs of Netscape and Microsoft browsers in the "browser wars" of the mid-1990s.

University of California, Irvine — BA, Studio Art — 2000-04

- For my thesis, an art book *The Minimalls 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.