

User Experience Strategist/Designer

Established strategist/designer with proven experience designing products, tools, and services that improve people's lives. Expert in strategic design thinking and innovation. Recognized by peers for simplifying complex concepts and communicating a strategic vision that translates into actionable design.

Core Strengths

Strategic Design Thinking
User-centered Design
Interaction / Interface Design

Strategic Planning and Vision
Prototyping
Cross-functional Team Leadership

Coaching, Training, Mentoring
Project and Program Management
Product Lifecycle Oversight

Professional Experience

MOZILLA - Mountain View, CA **Feb 2014 - Apr 2017**

Senior Product/User Experience Designer

Product and User Experience Designer for Marketplace, Firefox OS, and Connected Device teams. Designed tools for Firefox OS developers, redesigned the Firefox OS app store (Marketplace), and led a team of developers and designers to develop a new IoT product for Mozilla. Introduced Connected Devices org to user-centered product development.

PHENOMENON - Los Angeles, CA **May 2013 - Nov 2013**

Head of User Experience

Provided strategic guidance and vision for the UX team. Recruited, hired, and mentored the team. Created consistent UX design processes for the agency that resulted in innovative online experiences for e-Commerce and entertainment clients.

CODE FOR AMERICA - San Francisco, CA **Jan 2012 - Nov 2012**

Fellow

Teamed with developers, designers, and City Partners to leverage technology to make local city governments more open and efficient. Won an IxDA prize for work on Honolulu Answers.

PHOTOBUCKET - Denver, CO **Apr 2011 - Dec 2011**

Senior User Experience Designer

Led Agile teams to imagine the next generation of online media storage, organization, and sharing. Owned the end-to-end mobile application strategy and design.

CRISPIN PORTER + BOGUSKY - Boulder, CO **Jul 2009 - Feb 2011**

Senior User Experience Designer

Designed innovative cross-channel experiences for websites, mobile, in-store retail, and social media, as well as service design. Key clients included major brands such as American Express Travel, Microsoft, and Volkswagen.

AKQA - San Francisco, CA **Apr 2006 - Apr 2009**

Associate Creative Director

Managed the Interaction Design Group. Led cross-functional teams to design interactive experiences for clients, including Target, ING, and Visa. Mentored Art Directors, Designers, and Copywriters. Led UX strategy for agency pitches.

Early Career Success

[Instructional Designer](#) - DigitalThink (2002 – 2006)
[Information/Web Designer](#) - 2Plus2 Partners (2001– 2002)
[Web/UI Designer](#) - Cymerc Exchange (2000 – 2001)
[Web Designer](#) - Smith&Hawken.com (1999 – 2000)
[English Instructor](#) - University of New Mexico (1994 – 1998)

Education and Training

[Ph.D. in English Literature](#) - University of New Mexico
Sketch, InDesign, Photoshop, Illustrator, Omnigraffle, Axure, PHP, SQL, HTML, CSS, Javascript, Git

Awards

[IxDA Interaction Award](#) for Honolulu Answers (2013)
[Jay Chiat Silver Brand Experience](#) for American Express Nextpedition (2012)