

Multi-disciplinary design leader with experience in a diverse range of industries. Passionate about creating intuitive and innovative user-centered design solutions. Proven track-record building and leading cross-functional teams as well as developing successful creative strategies, and utilizing design methodology to deliver top-tier digital and physical products to market.

EXPERIENCE

Connected Living Quincy MA 2017-2022

Vice President of Creative / Product

- Creative strategy & leadership for interactive technology multi-platform product suite serving over 7,500 users in over 700 senior living communities
- UI/UX design ideation and execution across all digital platforms including iOS, Android, web, tvOS, and interactive digital signage
- User journeys, interaction design and application design for Temi, an autonomous AI personal assistant robot
- Management of Agile development team (6 engineers) operating with a creative-first protocol resulting in over 180% increase in customer product engagement in under 24 months
- Product manager responsible for 360 product design from strategy, user research, story boarding and wireframing to prototyping and testing

NOA Brands Lafayette CO 2013-2017

Senior Creative Director

- Creative direction and strategy for \$50M+ custom mannequin fabrication serving top-tier consumer brands such as Old Navy, Nike, Target, Gap, Athleta
- Management of creative team, 3D development team and fine art sculpt team
- Team collaboration leader and stakeholder communication interface
- Enhanced Sculpt Shop productivity 125% by increasing team from 8 to 10
- Optimized concept to execution efficiencies by more than 200% by implementing design systems and improving processes

Agency 3 Thirteen Lafayette CO 2009-2017

Principal / Creative Director

- Creative leadership and execution of high profile branding and marketing solutions including UI/UX, web, print and environmental design for clients such as City of Lafayette, Top Pot Doughnuts, Peak to Peak Charter School, Firsthand Markets, Vital Industries and Shawn Hausman Design
- Creative strategy, design vision, team collaboration and mentorship
- Identified & managed freelance designers and volunteer teams for larger projects and event production

EDUCATION

Rhode Island School Of Design Providence RI
 BFA Industrial Design

ADDITIONAL

XBOX- Microsoft Redmond WA- Industrial Design Lead on launch controller
 Shawn Hausman Design Los Angeles CA- Contract technical illustration & design
 Freelance Design Mattel / Disney / Sony / G4 TV / Hasbro / Playskool














RECOGNITION

The Strong National Museum of Play Rochester NY
 XBOX Design Drawings Women in Games Exhibit & Permanent Collection

EXPERTISE

Research - Competitor analysis, user personas, journey maps, story boards
Prototyping - Wireframes, UI/UX design, design systems, mockups
Testing - Usability & A/B testing
Content Creation - Digital marketing, web, social, collateral, print
Leadership - Strategy, design thinking, thought leadership, ideation, team building, mentorship & professional development, collaboration

TOOLSTACK

Design							
	Adobe Illustrator	Adobe XD	Adobe Photoshop	Adobe InDesign	Sketch	Figma	Powerpoint
Collaboration							
	Zeplin	Slack	Skype	InVision	Hubspot	Asana	

Bonus Superpower Highly adept at acquiring new tools easily