



Work experience

VSA Partners · 2011 · *Senior designer*

Designed multiple touchpoints – including iPad apps, touchscreen kiosks, multi-screen motion graphics, and environmental displays – for a showcase Smart Grid Experience environment for GE Energy. Visitors used iPad apps as remote controls to navigate presentations and control large-scale, multi-user simulations of homes and control centers.

Created a Product Finder webapp and iPad app for Avery Dennison Medical Solutions that organized a diverse product portfolio and provided powerful filtering tools to their sales force and clinical customers. Wireframed multiple approaches to filtering and making connections among product attributes.

Designed a corporate-suite book that visually defined the brand principles and explored the story of ADMS' scientific heritage. Illustrated key products, for use in the book, in the Product Finder, and in large-scale tradeshow wall graphics.

Created storyboards, featurettes, and screen exploration for First Data, Thompson-Reuters, Foley Lardner, GE Healthcare, and KKR, among others.



gravitytank · 2010 · *Information architect, designer, cub front-end developer*

Designed an advanced job-matching prototype that connected at-risk youths, employers, and service organizations. Identified audiences, site goals, interaction behaviors, and visual/interaction best practices.

Created user stories, sitemaps, pageflows, and detailed wireframes. Iterated quickly, with input from design team, partner programs, and participating Baltimore youths. Teamed with strategist on comprehensive profile structures and criteria to match youths, jobs, and services.

Explored visual design of key site interactions with team designers. Wrote HTML and CSS for a working prototype, following lead of senior front-end developer.

NewOptions@Work



Viewpoints · 2009 · *Senior designer*

Designed emarketing campaigns, partner-marketing materials, and site-design templates for multiple retailers on the Viewpoints technology platform. Viewpoints campaigns garnered significantly higher performance over previous years.

Connected design and development with consistent, structured workflow for multi-brand standards, comps, and assets. Specified and mapped out self-service workspace extranets.



Orbitz Worldwide · 2003 - 2009 · *Associate creative director*

Led redesign initiatives for multiple online travel brands, using collaborative stakeholder workshops to build design and strategy consensus. Created intuitive experiences from complex systems and championed user-centered design.

Designed standards for multiple brands across web, mobile, and desktop platforms. Supervised ideation for rapid prototyping and user testing.

Supervised ongoing project development for UX designers. Specified job descriptions, responsibilities, and workflows. Fine-tuned injecting pre-development UX concept exploration into an Agile workflow.

Designed a Flex travel-management site for agents and dynamic brand extranets. Designed and coded a knowledge-sharing portal and a gallery of recent work.

Collaborated with Production Manager to realize huge efficiency gains from a dynamic, transparent publishing process that placed comps, standards, patterns, and assets into "self-service" brand extranets.



twohundredtwelve° · 2001 - 2003 · *Design director*

Led design discovery and exploration phases for a comprehensive redesign of Orbitz.com, using collaborative consensus-building workshop sessions with stakeholders.

Partnered with designers, IAs, and technologists in concepting and developing consumer websites. Brainstormed and sketched with strategists for corporate and entertainment proposals.

Developed a unique, comprehensive identity program and marketing materials to differentiate twohundredtwelve°.



Work experience CONTINUED

Quantum Leap / Leapnet · 1998 - 2001 · *Art director*

Concepted and designed integrated marketing campaigns, print advertising and collateral, online advertising, and promotions.

Designed a press kit with customizable modules for MSNBC. Concepted a brand book to tell the story of MSNBC's heritage and strengths, and to help unite broadcast and web constituencies.

Commissioned illustration and art-directed photo shoots for online and offline projects, working with Robert Neubecker and Jeff Sciortino, among others. Managed scouting, selection and shoot for the University of Chicago's Graduate School of Business.

Developed a unique, comprehensive identity program that could differentiate Leapnet from other players in the category.

Worked in Sophia Antipolis, France, to art-direct a hotel-booking site for Andbook, a European hotel consortium. Designed comprehensive site templates, assets, and brand/production standards guide.



The Leap Partnership · 1995 - 1998 · *Designer*

Concepted and designed advertising campaigns, executing in print, out-of-hand advertising, packaging, and early web sites

Supervised photo shoots on location around the U.S. (working with Richard Corman and Walter looss, among others) and high-volume print production and press checks.

Designed comprehensive brand identity toolkits for clients, with content-ready template files and high-level standards.

Concepted and created integrated marketing materials and packaging.



Related experience

Professional associations

American Institute of the Graphic Arts · Design Management Institute · Interaction Design Association

Recognition

The Chicago Show · The One Show · Print Regional Design Annual · Graphis magazine · The Mohawk Show · Group patent for online hotel results neighborhood display

Skillsets

Primary: IxD and UI

Concepting, ideation, user flows, interaction patterns, visual exploration, UI components, art direction, brand/site guidelines, brand identity, print collateral

Secondary: IA

Site structure, labeling/categorizing content, user flows, wireframing, navigation.

Tertiary: UI Engineering

Basic-level HTML, CSS for rough prototyping. Minimal experience with Flash/AS development.

Education

University of Illinois at Urbana-Champaign

Bachelor of Fine Arts in Design · 1995

Highest undergraduate honors (Bronze Tablet) · Six scholarships · Outstanding Senior of 1995 · Graduate-level assistantship · Ten semesters Dean's List