



SUMMARY

I am a consummate creative with over twenty years of experience directing, designing, and producing web sites and online materials. I am looking to solve problems and work with a kick ass team where creative collaboration is enabled.



SKILLS

- Defines future states and works with business analysts and product managers to determine MVPs
- Leads teams of designers, developers, and editors; keen on collaboration and transparency
- Creating user flows, journey maps, and wireframes, keeping user experience at the forefront
- Experience coding HTML/CSS; familiarity with Javascript
- Teaching/tutoring co-workers and students
- Proficient in Adobe Creative Suite
- Proficient in Sketch, Invision, and Marvel



EMPLOYMENT HISTORY

Mobile Live | March 21 – present

Lead Product Designer

- Analyzing what we know about users and identifying use cases
- Developing strategies for client portals
- Defining MVPs
- Creating and utilizing user flows for multiple users within a complex application
- Creating wireframes and mockups for desktop-based applications
- Collaborating with business analysts and developers as user stories and mocks are developed
- Managing a team of nine designers and working with HR with bringing in new talent

Altus Group | August 18 – February 21

Senior UX/UI Designer

- Conducting research and analyzing what we know about our users
- Creating wireframes and mockups for desktop-based applications
- Collaborating with business analysts and developers to improve a legacy product
- Creating and utilizing user flows

Blanc Labs | March 18 – August 18

UX/UI Design Lead

- Implementing user flows, wireframes, and prototypes, for multiple clients
- Creative direction and design
- Collaborating with team members to write user personas and develop strategies

Scotiabank | July 16 – March 18

Senior Designer, Digital Banking Enterprise Capabilities

- Implementing UX design strategy, and actively user testing through the lifecycle of projects
- Art direction and design consulting on a variety of projects (iTrade, Scotia Howard Weil, TFSA Tools)
- Producing a brand standards guide
- Liaise between co-workers, business lines, and third party vendors

Bell Media/CTV Digital Media Group | November 09 – November 15

Senior Web Designer

- Directing and designing ad units, social media materials, and microsites for E! and Comedy
- Created microsites for related sales projects on CP24 and CTV
- Created wireframes, art directed, coordinated with broadcast designers and produced Bravo.ca
- Created ad units and social media materials and animated YouTube headers for Space (Orphan Black, Bitten)
- Designed co-branded microsites for contests on Space (Tomb Raider, Star Trek)

MacLaren-McCann | April 09 – August 09

Interactive Art Director

- Art direction and design for Microsoft Business Intelligence and Vista campaigns, including microsites and ad units

Hachette Filapacchi Media | February 06 – September 09

Senior Designer

- Art direction, design and production microsite contests for Car And Driver Magazine, Premiere, and ELLE
- Created ad units for Car And Driver
- Wireframes and UX design for video interfaces for Woman's Day

Cartervine | February 06 – August 08

Designer/Producer

- Design and production for Verdant Power, Zora, Amnet and Go Productions

Agent 16 | August 04 – February 06

Designer

- Conceptualizing, design and production for main client, R. J. Reynolds for microsites and email campaigns

CareerMD.com | April 04 – August 04

Designer

- Design, coding and maintenance of website

Citigate Sard Verbinnen | October 00-May 01

Creative Associate

- Creative direction, design and production of the Citigate Sard Verbinnen, Rho Management, and Access Industries web sites
- Tutored co-workers in HTML skills

General Media Inc. | November 98-June 01

Associate Art Director

- Hiring freelancers, gathering content, creative direction, design, and production for Penthouse Fetish, Variations Magazine Online, and Penthouse.com
- Creating a style guide for Penthouse.com and Variations Magazine Online

Concrete Media | June 98-November 98

Designer

- Design and production, creating a style guide, mediating between designers for the various translations of BOL.com
- Design and production for Toymax

Thirteen/WNET | November 97-May 98

Designer

- Design and production of an online comic book, supplemental to a broadcast series, both in HTML



EDUCATION

Parsons School of Design

BFA - Communication Design, 1997

MFA - Design & Technology, 2000



ADDITIONAL INFORMATION

Bootcamp Instructor, **EDX.org** - UX/UI Cohort

October 22-present

Part Time Instructor and Career Coach, **Red Academy** - UX/UI Program

April 18 – March 20

Adjunct Faculty, **Katharine Gibbs** - Digital Media Program

October 01 – April 04

Adjunct Faculty Member, **Parsons School of Design** - Continuing Education & BFA programs

May 97 – September 00