

EXPERIENCE

2018 - 19 **Design Director** - bud.com



- Led all design for an early stage startup, reporting directly to the founders
- Established a design system tightly synced with the dev. team
- Recruited, hired, & managed design team members to assure optimal deliverables
- Led the research-based, customer-focused redesign of the e-commerce website
- Rebranded the company, including brandmark, wordmark, design style guide, iconography, social media handles
- Tracked & improved key website analytics, e.g., e-commerce conversion rate
- Designed digital, print & email marketing campaigns that grew brand awareness
- Designed & deployed bespoke advertising campaigns for key brand partners
- Drove the growth of all social media channels
- Applied skillful communication & conflict resolution skills
- Steered the company toward a culture of greater customer-centricity & inclusion

2018 **Lead Instructor, UX Design** - General Assembly



- Taught human-centered design as a holistic practice, including:
 - User Research
 - Personas
 - IA
 - IxD
 - Personas
 - Visual Design
 - eCommerce
 - Mobile App Design
 - Wireframing
 - Prototyping
 - Usability Testing
 - Design Critique
- Taught 3 full-time 10-week cohorts of 70+ design students
- Developed the curriculum to maximize relevance & utility for employers
- Graduates were hired at leading companies, including Apple, JP Morgan, Google

2014 - 18 **Senior UX Designer** - Autodesk



- Led the UX & UI design of Autodesk's 3D printing team
- Created product design specifications, wireframes, & clickable prototypes
- Directed Autodesk's global *XD Communications* team
- Led a team of 30 designers to create coherent Human Interface Guidelines
- Co-led Autodesk's Human-Centered Design community in San Francisco (LUMA)
- Co-led the *Customer Champion* research team (with key clients from Apple, Google, & more) & communicated customer needs to executive stakeholders
- Led the UI redesign of Autodesk Netfabb, including > 700 icons
- Taught enterprise 3D printing & UX courses to customers & staff
- Presented the keynote at Autodesk's *Future of Design & Mfg. 2017* symposium
- Won the *Autodesk Foundation Peer Impact* award

2003 - 14 **Cofounder, Director, Photographer** - Blend Images



- Created the world's leading stock agency celebrating multiculturalism in collaboration with 23 leading commercial photographers
- Provided leadership & creative content that enabled Blend to grow to over \$5M in annual revenue
- Elected to & served on the board of directors for 7 years

2000 - 07 **Cofounder, Lead Designer, Photographer** - Hiku, Inc

- Recruited & curated the work of a team of 18 commercial photographers
- Provided creative direction, design, photography, & training services
- Hired & managed a staff of 4 FT employees

1998 - 00 **General Manager** - Reveal.net, *an internet marketing firm*

- Managed a staff of 50, directed key client accounts, drove revenue growth, and strategized with the CEO to establish a leadership position in the industry

KEY SKILLS

Leadership
Design Strategy
UX Design
UI Design
User Research
Prototyping
IxD
Usability Testing
Mobile Commerce
Visual Design
Branding
Creative Direction
Photography
Video Editing
Animation
Illustration
VR / AR / MR
Instruction
Agile
Writing
Conflict Resolution
Public Speaking

KEY TOOLS

Sketch
InVision
Abstract
Flinto
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Asana
Blender
Keynote

EDUCATION

BA, Philosophy
Haverford College

- Intensive studies of Art, Creative Writing & English

Cofounded *The Environmental House* coop, which continues to thrive as the center of environmental activism