

## Summary

Collaborative digital design leader creating compelling experiences and practical tools that make people's lives better. Manage creative teams, present strategy to clients, VPs and boards of directors. Success starts by listening and observing to clearly define the problem and understand the users. A strong vision will unite a team for collaboration, rapid prototyping, and testing to produce new or evolving products that exceed KPIs.

## Skills

User-centered Process  
Team Leadership  
User Experience Design  
Product Design  
Resource Planning  
Career Development  
Product Roadmap  
Agile Sprint Planning  
Heuristic Evaluation  
Product Development  
Customer Insights  
Responsive Web Design  
Mobile UX Design  
Creative Strategy  
User Research  
Usability Testing  
Workshop Facilitation  
Accessibility

## Education

Carnegie Mellon University  
BFA in Design  
WCAG Certification  
SAFe Agile Certification

## Awards

Two software patents  
Co-founder and Vice Chair  
of CHIAtlanta  
GDUSA Award  
MIXX Gold Award

## Key Accomplishments

- ▶ Transformed SaaS lease accounting product cutting set up time in half, simplifying journal entries, making account allocation more extensible, amortization schedules legible and the entire product scalable and more ADA compliant.
- ▶ Integrated AI features which analyze data to provide guidance and reduce user input.
- ▶ Improved a consumer banking mobile app with more flexible branding for 600 financial institutions, native UI controls and innovative consumer saving tools, reducing time on task by 20 seconds and increasing NPS.
- ▶ Optimized UX process by establishing a UX Playbook for 7 agile teams, providing steps, templates and case studies.
- ▶ Developed eCommerce Strategy, targeting 20M mover market, which initiated corporate change from an aggregator of utility services to a consumer-facing brand and life-stage marketing company. Presented, won approval from board of directors.

## Experience

### Director of User Experience | LeaseQuery | April 2021 - January 2024

- Established user experience practice, transforming project-focused designers into a unified team of researchers and strategic thinkers, executing data-driven design.
- Leveraged analytics data from Full Story and Heap to define success metrics
- Led workshops with product management, customer support, accounting SMEs
- Earned trust of senior management by showcasing results, then hired additional resources doubling the size of the UX team, expanding our impact.

### Experience Design Lead | NCR Banking | May 2019 - April 2021

- Managed, motivated and coached a team of 14 user experience professionals.
- Led design thinking workshops with top clients and project teams.
- Researched, planned and pitched strategy for new features and engagement.
- Established high-level direction and oversaw design for SaaS client configuration products and consumer mobile apps both native and responsive Web.

### User Experience Design Advisory | Fiserv | Feb 2010 - May 2019

- Championed UX to influence the roadmap and improve products.
- Lead UX strategist, designer, and researcher for payments app used by millions.
- Planned and managed co-creation sessions; facilitator for 20+ moderated user research studies. Presented findings and recommendations to product teams
- Led strategy and concept development for horizon 2 and horizon 3 projects