

## DESIGN DIRECTOR

SiriusXM / Signature

2022 - 2023

Long-term consulting engagement. Coordinated agency team to support client objectives. Established tools and resources for building and sustaining a comprehensive design system. Supervised delivery of multi-channel CX initiatives.

## UX LEAD

NAPA / Genuine Parts Co.

2021 - 2022

Long-term consulting engagement. Directed research, wrote requirements, provided concept design, created test programs, and led UX teams for two key products simultaneously. Implemented shared design system, and coordinated workflow with matching front-end code library. Collaborated with business leadership and dev team to deliver projects ahead of schedule.

## CREATIVE DIRECTOR

Hero Digital

2020 - 2021

Long-term consulting engagement. Helped pitch and win accounts. Directed UX team activity and client presentations. Worked directly with primary stakeholders to establish key requirements and deliver new design systems to match. Redesigned online touchpoints and co-created roadmaps for the successful execution of future project iterations.

## BUSINESS ADVISOR

Tailwind UI Kit

2020

Provided guidance for experience design, positioning and market strategy of new subscription-based UI product.

## PARTNER

Furbaby Tracker

2018 - 2023

Co-founded custom software product to establish better end-to-end experiences for vet practitioners and pet owners. Led design / development teams. Worked to develop partnerships between PMS (practice management software) providers and management. Steered set up of clinical trials, and management transition from pilot to internal team.

## CO-FOUNDER

Redsquare

2012 - 2023

Co-founded ethics-oriented, registered AWS consulting partner and affiliated developer co-op. Headed experience design, operations and client management. Wrote documentation, managed costs, and built teams to deliver projects at enterprise scale. Planned and implemented hiring of replacement leadership. Current board member.

## VP EMERITUS, DIGITAL EXPERIENCE

Signature Communications

2004 - 2023

Oversaw creation of digital experiences. Designed models for creative and account management. Helped pitch, win, and manage all major accounts. Established custom testing and reporting solutions. Led multidisciplinary teams in the creation of award-winning experiences and breakthrough campaign strategies. Current UX/UI advisor; as needed.

## ASSOCIATE CREATIVE DIRECTOR

FlashPoint-DBC

1998 - 2003

Design team leader for agency creative department. Led broadcast, print, and digital projects.

## CLIENT EXPERIENCE

AAA

American Heart Association

Audiovox

ARRIS

Comcast

Crozer-Keystone Health

Deloitte

Energizer

Essent Guaranty

Google Mobility

GMAC

Hatfield

Jensen

Motorola

NAPA

NASCAR

Oster

Pacific Western Bank

Penn Medicine

Premier Ortho

Progressive

Raytheon

RCA

Siemens

SiriusXM

Sunbeam

Tyco