

UX SPECIALIST

O3 World

2026

Lead practitioner responsible for behavioral analysis, journey mapping, and delivering human-focused interfaces that drive business objectives.

PRACTICE LEAD

Eight25

2025

Long-term consulting. Part of a team assisting the parent company in retooling its approach to Creative.

CX STRATEGY DIRECTOR

Qualified Digital

2024 - 2025

Long-term consulting. Led agency creative team to strategize and execute multi-faceted CX initiatives.

DIGITAL EXPERIENCE

SiriusXM / Signature

2023 - 2024

Long-term consulting. Led agency team to support client objectives and build holistic design systems.

UX ARCHITECT

NAPA

2022 - 2023

Long-term consulting. Directed research, wrote requirements and led design teams for two marquee products.

CREATIVE DIRECTOR

Hero Digital

2021 - 2022

Long-term consulting. Helped pitch and win accounts. Directed Experience team activity and client engagements.

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.

CO-FOUNDER

Redsquare

2012 - 2024

Co-founder and managing partner; ethics-oriented, registered AWS consulting partner and affiliated developer co-op.

VP DIGITAL EXPERIENCE

Signature Communications

2004 - 2025

Helped pitch, win, and manage all major accounts. Established end-to-end solutions for more efficient digital operations.

ACD

FlashPoint-DBC

1998 - 2003

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

EXPERIENCE

AAA

American Heart Association

Audiovox

ARRIS

CHOP

Cigna

Comcast

Crozer-Keystone

Deloitte

Ellucian

Essent Guaranty

Google Mobility

GMAC

Jensen

Kaiser Permanente

Medtronic

Motorola

NAPA

NASCAR

OpenAI

Oster

Pacific Western

Penn Medicine

Progressive

Raytheon

RCA

Siemens

SiriusXM

Sunbeam