

CX DIRECTOR / UX / PRODUCT DESIGN / DIGITAL EXPERIENCE

UX/CX design leader with 20+ years shaping enterprise, SaaS, healthcare, and technology experiences. Strong in UX strategy, journey mapping, information architecture, product design, design systems, research, prototyping, and hands-on execution. Experienced turning complex offerings into more usable, higher-performing experiences for enterprise, healthcare, technology, and consumer brands.

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UX STRATEGIST O3 World AUG 25 - JUN 26

- + Consulted on behavioral analysis, journey mapping, and UX strategy for human-centered interfaces designed to support measurable business objectives.
- + Helped guide client relationships through AI-assisted platform transitions, including design-to-development workflows and Figma-to-code process improvements that saved significant amounts of prep time.
- + Collaborated with design and engineering teams to define workflows that allowed design updates to move more efficiently into production environments.

UX & PRODUCT DESIGN LEAD Eight25 JUN 24 - JUL 25

- + Supported long-term consulting initiatives to help the agency refine its creative practice using research, behavioral data, and clearer digital experience standards.
- + Led a competitive research initiative for SaaS websites, identifying common patterns across positioning, communication strategy, information architecture, and conversion flow.
- + Guided creative team operations and project cadence to better align delivery models with client revenue goals and business priorities, resulting in a revenue increase.
- + Developed brand-compliant motion and microinteraction patterns for web properties using Framer and modern component libraries.

SENIOR EXPERIENCE DESIGNER Qualified Digital SEP 22 - JUL 24

- + Long-term consulting engagement; led the agency creative team across multifaceted CX initiatives for the agency's largest product initiative prior to venture capitalization.
- + Directed end-to-end service design blueprints for Kaiser Permanente, addressing customer lifecycle touchpoints from registration and onboarding through renewal and retention.
- + Translated complex healthcare, SaaS, and enterprise requirements into clearer UX systems, journey models, and digital experience frameworks.

CLIENTS

TECHNOLOGY

OpenAI
Google Mobility
Motorola
Siemens
Comcast
ARRIS
SiriusXM
Audiovox
RCA
Jensen

HEALTH

Kaiser Permanente
CommonSpirit Health
Penn Medicine
CHOP
Cigna
Crozer-Keystone
Medtronic
American Heart Association

PROFESSIONAL

Deloitte
Progressive
AAA
Essent Guaranty
GMAC
Pacific Western

CONSUMER

NAPA
Winn-Dixie
Sunbeam
NASCAR
Coca-Cola

ENTERPRISE

Brixmor
Ellucian
Vertex
Raytheon

SENIOR PRODUCT DESIGNER**NAPA****NOV 21 - DEC 22**

- + Served as lead consultant for research, requirements definition, and design-team execution for delivery driver, wholesaler, and retail customer product applications.
- + Collaborated across departments to define a holistic, brand-authentic design system capable of supporting current and future product and creative needs.
- + Worked directly with client-side leadership to modernize testing approaches and align research methods with broader corporate repositioning and data-driven decision models.
- + Helped connect operational, retail, and customer-facing product needs into a more cohesive digital experience strategy.

CREATIVE DIRECTOR**Hero Digital****OCT 20 - DEC 21**

- + Consulted on pitch strategy for prospective clients, including analysis, strategic framing, and experience design recommendations.
- + Reconceived and redesigned major digital properties, including a top-down Kaiser Permanente web presence spanning customer touchpoints, self-service tools, and core digital journeys.
- + Led redesign and relaunch efforts for multiple billion-dollar enterprise clients, including marketing automation platform experiences and last-mile account management tools.
- + Partnered with strategy, UX, creative, and technology teams to translate complex business requirements into scalable digital experience systems.

DESIGN LEAD**SiriusXM****NOV 18 - OCT 20**

- + Led agency and in-house teams in the planning, execution, and maintenance of multiplatform design systems across proprietary devices, digital properties, brand packaging, and vehicle interfaces.
- + Used shared design and development libraries to improve scalability, consistency, and cost-effective implementation across marquee product experiences.
- + Supported product and brand teams in extending core experience patterns across connected, embedded, and customer-facing platforms.
- + Partnered with product, engineering, and brand teams to translate evolving business requirements into scalable interface patterns across automotive, web, mobile, and connected-device experiences.

(Some roles were held concurrently.)

CAPABILITIES**UX FOUNDATIONS**

User Research
Information Architecture
Taxonomy
UX Writing
Product Design
Interaction Design
UX/UI Design
Visual Design
Service Design
Rapid Prototyping

DESIGN & COLLABORATION

Figma Design
Figma Make
Figma Slides
FigJam
Miro
Balsamiq
Axure RP
Adobe XD
Sketch
InVision
Zeplin
Framer
LottieLab
Adobe CC
G Suite
After Effects

AI & DEV TOOLS

OpenAI
Claude / Claude Code
HTML
Node.js
WordPress
Sanity.io

TESTING & MEASUREMENT

Google Analytics
Adobe Analytics
Hotjar

LEADERSHIP, FOUNDER & VENTURE ROLES

The following roles were held concurrently with consulting and agency engagements, reflecting long-term leadership, ownership, advisory, and partner-led responsibilities across digital strategy, UX, creative operations, and client delivery.

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EDUCATION

SYRACUSE UNIVERSITY

BFA, Visual Communications

VICE PRESIDENT, DIGITAL Signature Communications JAN 10 - FEB 25

- + Concurrent senior leadership role held alongside consulting and partner-led client engagements.
- + Led a 14-person team across research, UX, design, testing, and digital delivery for major client accounts.
- + Coordinated internal resources, partner teams, and consulting contributors to support integrated strategy, creative, UX, and development initiatives.
- + Helped shape long-term digital practice operations, client strategy, delivery standards, and cross-functional workflow.

CREATIVE DIRECTOR Signature Communications SEP 04 - JAN 10

- + Helped pitch and win major accounts through strategy, concept development, and speculative creative.
- + Established workflow systems, design standards, and creative delivery models that supported long-term account growth.
- + Managed creative team activity, resource planning, client relationships, photography, and cinematography direction.

COO / MANAGING PARTNER Redsquare JAN 12 - NOV 24

- + Founder/operator role held concurrently with agency leadership and consulting engagements.
- + Co-founded and managed an ethics-oriented AWS consulting partner and affiliated developer cooperative serving technology, consumer, and enterprise clients.
- + Led experience design, operations, client relationships, and book-of-business development across partner-led design and development engagements.
- + Created project plans, timelines, staffing models, and delivery approaches for cross-functional digital initiatives.
- + Oversaw collaboration between design, development, client stakeholders, and partner resources to support scalable project delivery.

CO-FOUNDER

Furbaby Tracker

APR 18 - DEC 23

- + Venture role held concurrently with consulting and product design leadership engagements.
- + Co-founded a custom software product designed to improve end-to-end experiences for veterinary practitioners and pet parents.
- + Led UX/UI direction, product experience strategy, and clinical test program implementation.
- + Defined early product workflows, interface concepts, validation priorities, and user experience requirements for a specialized healthcare-adjacent platform.

BUSINESS ADVISOR

Tailwind UI Kit

JAN 19 - SEP 20

- + Advisory role held concurrently with product design and consulting engagements.
- + Advised on experience design, product positioning, and market strategy for a subscription-based UI product.
- + Worked with the development team to identify, prioritize, and implement reusable library components, ecommerce flows, and product experience improvements.

EARLIER CREATIVE LEADERSHIP

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ASSOCIATE CREATIVE DIRECTOR

FlashPoint-DBC

OCT 98 - JUL 03

- + Led creative teams across broadcast, print, digital, and integrated campaign work.
- + Directed concept development, visual design, production planning, and client-facing presentation materials.
- + Created project plans, including timelines and team selection for both design and development.

ART DIRECTOR

O'Neill DelRosso

SEP 97 - OCT 98

- + Conceived and directed creative execution for agency campaigns across print, digital, and brand communications.