

CX DIRECTOR / UX / PRODUCT DESIGN / DIGITAL EXPERIENCE

Leader in UX/CX with two decades reliably delivering enterprise, SaaS, healthcare, and technology experiences. Skills include UX strategy, journey mapping, information architecture, product design, design systems, research, and prototyping. Substantial experience with enterprise, healthcare, technology, and consumer brands. A strong focus on human-centered design principles and outcomes.

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UX STRATEGIST

O3 World

AUG 25 - JUN 26

- + Performed behavioral analysis, journey mapping, and strategic UX for clients in the fintech and real estate industries.
- + Worked with AI-driven Figma-to-code improvements to accelerate the design-to-dev pipeline.
- + Worked with engineering to optimize the developer asset generation process using AI.

UX & PRODUCT DESIGN LEAD

Eight25

JUN 24 - JUL 25

- + Led competitive research into the SaaS category, establishing a series of common material archetypes shared by major players.
- + Increased revenue by establishing a better design-to-dev workflow model for projects.
- + 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

- + Designed everything from services to assessments using human-centered methods and customer-driven design systems.
- + Developed customer-focused flows for every step of the health journey for Kaiser Permanente – from registration to retention.
- + Researched, mapped, and optimized every step of the business-critical physician search process, from wireframes to finished visual design, for a billion-dollar health system.

CLIENTS

TECHNOLOGY

Google
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
Coca-Cola

ENTERPRISE

Brixmor
Ellucian
Vertex
Raytheon

SENIOR PRODUCT DESIGNER

NAPA

NOV 21 - DEC 22

- + Worked on in-store, consumer, and delivery-driver apps while establishing a more complete design system.
- + Worked interdepartmentally to determine the nature, scope, and properties of the company's first truly modern design system.
- + Aligned research and testing with broader company objectives, laying the groundwork for a truly data-driven model.
- + Helped align operations, retail, and commerce experiences for a more cohesive long-term strategy.

CREATIVE DIRECTOR

Hero Digital

OCT 20 - DEC 21

- + Consulted on pitch strategy, including analysis, execution, and presentation.
- + Partnered on global service designs leveraging research and behavioral data, and executed the customer touchpoints they encompassed.
- + Led redesign and relaunch efforts for billion-dollar enterprise clients, including CRM and last-mile account management tools.
- + Led the effort to develop complex, human-centered patient search flows for the largest project in agency history.

DESIGN LEAD

SiriusXM

NOV 18 - OCT 20

- + Delivered brand-authentic experiences for desktops, mobile devices, and vehicles, based on an existing design system.
- + Experience included retail storefront and player interface design.
- + Worked with other teams to help deliver product interfaces at scale and to update existing designs for IoT products.

(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
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 roles. They reflect long-term leadership, advisory, and founder work, as well as operations experience over longer periods.

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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 in research, UX, design, testing, and execution for major client accounts.
- + Built teams for multidisciplinary projects and created project blueprints to enable easy transfer of skills and team members from one project to another.
- + Guided delivery, resource management, and strategy across countless clients, making the execution of digital projects a priority.

CREATIVE DIRECTOR Signature Communications SEP 04 - JAN 10

- + With limited resources, led strategy, concept development and pitch delivery for some of the largest brands in the world.
- + Designed winning creative platforms for SiriusXM, RCA, Motorola, and others.
- + Managed external and internal resources for still and video content, wrote documentation, and established visual archetypes across media.

COO / MANAGING PARTNER Redsquare JAN 12 - NOV 20

- + Founder/operator role held concurrently with agency leadership and consulting engagements.
- + Book-of-business responsibility for an ethics-oriented AWS consultancy; ran all operations, including resource management.
- + Led activities across numerous development platforms and design systems.
- + Wrote all project plans and design requirements for all accounts.
- + Managed design activity of all projects, from research to UX and final product.

CO-FOUNDER

Furbaby Tracker

APR 18 - DEC 23

- + Venture role held concurrently with consulting and product design leadership engagements.
- + Identified critical moments in the vet-to-home transition and designed testing solutions that matched the use case.
- + 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.
- + Helped with business and creative endeavors on a consultancy basis.
- + 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.
- + Managed concept development and creative delivery for some household names.
- + Created end-to-end project plans and managed resources to execute them.

ART DIRECTOR

O'Neill DelRosso

SEP 97 - OCT 98

- + Executed award-winning campaigns and other message vehicles across print, digital and broadcast.