

CX DIRECTOR / UX / PRODUCT DESIGN / DIGITAL EXPERIENCE

Leader in UX/CX with two decades of experience 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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EXPERIENCE & PRODUCT DESIGN LEAD CXMind NOV 18 - PRESENT

Provide UX strategy, product design, research, service design, and digital experience leadership for agencies and enterprises. Assignments range from website and product projects to long-term embedded consulting.

- + Lead UX and CX from discovery to launch, including research, IA, journey maps, service blueprints, wireframes, prototypes, interface design, testing, and design systems.
- + Work with product, marketing, technology, data, and executive teams to turn complex business requirements into clear customer and employee outcomes.
- + Design enterprise websites, SaaS products, internal tools, customer portals, self-contained applications, and other conversion-oriented digital experiences.
- + Support agencies as an embedded UX lead, design strategist, creative director, or senior product designer.
- + Make practical recommendations using customer research, usability testing, analytics, competitive analysis, and business goals.

SELECTED CLIENTS:

Kaiser Permanente, CommonSpirit Health, Ellucian, Vertex, NAPA, Brixmor, SiriusXM, Winn-Dixie, and Cigna.

AGENCY PARTNERS:

Qualified Digital, Hero Digital, Eight25, O3 World, and Access Marketing.

CLIENTS

TECHNOLOGY

Google
Motorola
Siemens
Comcast
ARRIS
SiriusXM
Audiovox
RCA
Jensen

HEALTH

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

PROFESSIONAL

Deloitte
AAA
Essent Guaranty
GMAC
Pacific Western

CONSUMER

NAPA
Winn-Dixie
Sunbeam
Coca-Cola

ENTERPRISE

Brixmor
Ellucian
Vertex
Raytheon

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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VICE PRESIDENT, DIGITAL Signature Communications JAN 10 - FEB 25

- + 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

- + Led strategy, concept development and pitch delivery for large national and international brands.
- + 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.
- + 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 project plans and design requirements for all accounts.
- + Managed design activity of all projects, from research to UX and final product.

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

CO-FOUNDER

Furbaby Tracker

APR 18 - DEC 23

- + Venture role held concurrently with consulting and product design leadership.
- + Identified critical moments in the vet-to-home transition and designed testing solutions that matched.
- + Led UX/UI direction, product experience strategy, and clinical test program implementation.
- + Defined early product and interface concepts, validation priorities, and user experience requirements for a specialized platform.

EDUCATION

SYRACUSE UNIVERSITY

BFA, Visual Communications

BUSINESS ADVISOR

Tailwind UI Kit

JAN 19 - SEP 20

- + Advisory role held concurrently with product design and consulting.
- + Helped with business and creative facets of the business on a consultancy basis.
- + Worked with the development team to prioritize and generate 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.