

Employment

Current

Product Designer (Contingent), Facebook

Evolving News Feed conversations on FB Lite

Holistic surface support and innovation within the News Feed surface, targeting metadata and attachments

2019

Sr. User Experience Designer, GoDaddy

CX support for the logged-in experience

Vision planning, internal workshops, experimentation, and roadmapping

2018

Sr. Designer Digital Products, Starbucks

Service design and strategy for a new digital platform

Negotiating partnerships and alliances, defining process, activating cross-functional initiatives

2017-2018

User Experience Strategist, Phinney Bischoff

Expanding and formalizing agency digital offering and process

Defining and fulfilling UX and content strategy scopes

Clients include PerfectServe, BECU, and University Child Development School

2016-2017

Sr. Experience Strategist, Rational Interaction

Pioneering a UX practice for a born-digital agency

Defining department scope and business offering, establishing client service model

2011-2016

Sr. Art Director & Experience Designer, VML/YRGS/Wunderman

Digital experiences, campaign innovation, site design, and apps

Clients include REI, Crocs, Amazon, Microsoft, Land Rover and T-Mobile

Skills

Systems design, product design, information hierarchy, and content strategy

Research & audits, stakeholder interviews, workshops, and rapid to high-fidelity prototyping

Sketch, Figma, Creative Suite, UXPin, Invision, Zeplin, HTML & CSS capability

Education

2010-2011

School of Visual Concepts — Seattle

Course work to expand interactive design skills

Class guidance as teacher's assistant for CSS courses

2002-2004

Bachelor of Science Graphic Design, The Art Institute of California

Dean's List for all academic quarters

Received 'Best of Quarter' award in graphic design and packaging

1999-2001

University of California Santa Cruz

Course work includes art history, film theory and photography