

## OVERVIEW

I've positively impacted numerous industries over the years as a consultant, individual contributor and within leadership positions, serving both B2B & B2C markets and internal enterprise solutions. I ran my own design studio for half a decade plus between working within product organizations ranging from start-ups searching for a market and mature services with millions of users. My spikes are in the following areas:

- Scaling, mentoring and coaching design, research, and content team members
- Cross-functional negotiation and collaboration towards consensus
- Shaping, presenting and shepherding vision into roadmap and resource planning
- Overseeing MVP fidelity experiences through divergent ideation and convergent experiments
- Planning system and experience design approaches for established products and services
- Applying the right research at the right time with the right investment to get the right insights
- Supporting holistic experiences that deliver brand promise throughout the customer journey
- Nurturing the progression of visual and behavioral patterns from utilitarian to polished states
- Contextualizing machine learning approaches within intentional user experiences

## BREADTH of EXPERIENCE

### *Leadership/Management*

Chief Information Architect, Director UX D&R, UX Director, Founder, Product Design Manager, UX Manager

### *Individual Contributor*

Interaction Designer, Information Architect, Art Director, Interface Designer, Game Designer, CG Artist

### *Industries*

Healthcare, Financial, Media & Publishing, Education, Political, Marketing, Retail, Gaming

### *Platforms/Technologies*

SaaS, Machine Learning, Native apps, Responsive/Adaptive, Web Apps, Desktop Software

## CHAPTERS

2020- [Good World Media](#) - Principal Design Strategist

2017-'19 [98point6](#) - Director, UX Design & Research

2016-'17 [MedBridge](#) - Product Design Manager

2013-'16 [studio analogous](#) - User Experience Lead

2012-'13 [Bluespark Labs](#) - Director, User Experience

2005-'13 [dotmatrix studios](#) - Design Director, Founder

2002-'05 [Datek Online/Ameritrade](#) - Sr. Interaction Designer/User Experience Manager

2001-'02 [Organic Online](#) - Sr. Information Architect

2000-'01 [Xpedior](#) - Chief Information Architect, Global Services

1999-'00 [Tripod](#) - Sr. Information Architect

1998-'99 [Organic Online](#) - Information Architect

1997-'98 [DVCInteractive](#) - Interactive Art Director

1996-'97 [Learn Technologies Interactive](#) - Art Director/Game Designer

1994-'96 Bureau of Electronic Publishing - Intern/Interface Designer

## FEATURED WORK

- 2019 [Consumer Healthcare Platform, 98point6](#)
- 2015 [Inter-American Development Bank, Project Mapping](#)
- 2014 [Inter-American Development Bank, Responsive Redesign](#)
- 2012 [FXCM: Five Reasons Forex Beats Stocks, Infographic](#)
- 2011 [FXCM, Responsive Redesign](#)
- 2009 [the dotmatrix project \(dmp\)](#)
- 2005 [Media Matters for America, Website Redesign](#)
- 2004 [Apex Trading Platform](#)
- 1998 [EyeWeb Platform Design](#)

## PUBLISHED GAMES

- 1996 Simon Fehfer's Junkland Jam
- 1996 Qin: Tomb of the Middle Kingdom
- 1996 The Robot Club
- 1995 Digital Beethoven on Cyberspeed
- 1995 Inside The White House
- 1995 Story of the States
- 1994 This Day in US History
- 1994 Multimedia U.S. History

## LECTURES

- 2019 **University of Washington**, Impacting Organizations by Design
- 2019 **University of Washington**, Five Things Product Design Cares About

## EDUCATION

- 1997 **NYU**, Screenwriting Seminar
- 1997 **Parsons**, Typography Seminar
- 1994 **Syracuse University**, BFA Advertising Design

## CERTIFICATES

- 2018 **IDEO**, Design Thinking
- 2004 **Cooper Design**, Interaction Design Practicum
- 2001 **Argus Center for Information Architecture**, Synonyms and Taxonomies