

I'm a Seattle-based User Experience (UX) leader with 20 years of experience in design and research, and a proven track record of delivering effective solutions and building great teams.

## WORK EXPERIENCE

### Project Lead

09/20 - Present

#### U.S. Digital Response

Project lead for USDR's pro bono technology team, working in support of public servants responding to the COVID-19 crisis. Helped identify, staff, and execute new projects that could deliver solutions to government partners faster and more efficiently. Projects included redesigning a mental health and recovery services site that was struggling to meet increased community demand.

### Practice Director

07/19 - 08/20

#### Unify Consulting

Served as director of Experience Design and interim head of Marketing and Business & Functional Analysis practice lines, in addition to consulting full-time on client projects

Partnered with business development to find & pitch new opportunities, collaborated with leadership to develop & launch repeatable, holistic solutions

Recruited and vetted candidates, and developed strategic content around market differentiation, training materials, and client-facing presentations

### UX Consultant

01/19 - 05/19

#### Atlassian

Collaborated with the Buyer Experience team to gather customer feedback on high-profile project initiatives including strategic onboarding and purchase flows and conducted extensive competitive analysis on key buyer journeys

Created research plans, facilitated remote user studies and analyzed results

### VP, UX Design

02/13 - 05/18

#### eHealth

Responsible for the overall product design and user research strategy for all eHealth websites, applications, and product lines

Planned and executed an international design summit to train, mobilize and align global design and development resources across the company

Moved eHealth from desktop-only to mobile-optimized, responsive websites (increased mobile conversions by 110%)

Completed a brand redesign/overhaul in 2013 and managed brand guidelines, assets, and design patterns for the entire company

Built and scaled a best in class UX team and maintained a high quality of work despite volatile release schedules, changing government guidelines, and uncertain requirements due to the inception of the Affordable Care Act

Independent study found "eHealth was considerably more usable than other health exchange sites" (success rate 16% higher than closest competitors)

**Director, UX Design**

12/10 - 02/13

**Education.com**

Responsible for the overall user experience direction and strategy and mentorship of in-house and contract designers

Designed new features to spec, including all ecommerce flows, and complete redesign of the most popular hub: worksheets. Within just 2 days the redesign resulted in 62% more page views, lower bounce rate and 20% increase in conversions

Established the company's first customer feedback loops via a power user panel, community events, and both on-site and remote user research sessions

**Design Consultant**

04/07 - 12/10

**SAP Labs**

As part of the Office of the CEO, I was part of an organizational transformation program embedding design thinking throughout all aspects of SAP's 60,000-person development, sales and consulting services.

Conducted extensive market and user research and created proof-of-concept prototypes, demos and executive presentations.

Facilitated design-thinking and ideation workshops for customers, clients and top-talent employees, in the US and Europe.

**UI Designer**

09/05 - 04/07

**eBay**

Lead designer for My eBay, consistently the highest trafficked area of the site. Focused on buyer-specific shopping tools such as eBay Express wish list, saved search and Bid Assistant

**User Testing Analyst**

10/04 - 08/05

**PocketPath**

Collaborated with a UPMC nursing professor to design and test a PDA application to help lung transplant recipients manage their daily symptoms and identify signs of rejection

**Web Specialist**

08/01 - 08/04

**Smith College Advancement**

Designed, built and managed Smith's campaign fundraising website, using HTML, CSS, and JavaScript. I was essentially a one-person development team, performing all tasks including design, front-end development and QA.

**Assistant Producer**

07/00 - 05/01

**Modem Media**

Managed project schedules, resources and budgets for client projects and provided information architecture support. Clients: IBM, Philips, GE

## EDUCATION

**Master,  
Human-Computer Interaction**

Carnegie-Mellon University  
Pittsburgh, PA

**Bachelor of Fine Arts,  
Computer Graphics**

Syracuse University  
Syracuse, NY