

Experience / Strategy Evangelist ▶ | Creativity Empowerer ▶ | Partnership / Team Builder ▶

Experienced UX designer, strategist, advocate, and leader with a focus on collaboration, problem-solving, and creative thinking. Specializing in providing innovative user-centered design culled from usability test-driven results and meticulous research and discovery. Values, effort, and purpose-driven leader that helps inspire the creativity of each team member, and pushes to turn weaknesses into strengths. A patient listener, teacher, and mentor.

AREAS OF EXPERTISE

Experience / User Advocacy

Strategy / Process Evangelism

People Leadership / Mentorship

User Experience Design

User Interface Design

Visual Design

Prototyping / Wireframing

Creative Team Building

Interaction Design

Infrastructure Architecture

Usability Testing

User Experience Research

RECENT PROFESSIONAL HISTORY

LOWE'S, Charlotte, NC

JUN. 2020 ▶ PRESENT

Sr. Manager, User Experience

Leading a team of product designers, product researchers, and content strategists through organizational, demand-oriented, and more specifically, customer / user-driven experience processes customized for streamlined utilization of resources to meet market and promotion analyzed releases. Cultivating a creative environment for remote contributors across the United States, and collaborating with business partners across the globe. Delivering industry-leading experiences in e-commerce, marketing, and communications to a broad array of customer segments.

Responsibilities:

- ▶ Orchestrating the product processes with business partners and engineers to deliver excellent user experiences and delight for our customers
- ▶ Fostering talent within 2 vertical teams that include 22 reporting contributors. Evaluating and putting them on paths to grow in the organization, and in their industry
- ▶ Working closely with leadership teams across our department, and with partnering departments to streamline workflows, and eliminate scope creep, inadequate point sizing, and create a clearer vision to combined organizational goals
- ▶ Advocating for our process, our contributors, and our standards in product creation and conceptualization
- ▶ Creating and acting on best practices within the industry to utilize strategy, architecture, and research to the pinnacle of its effectiveness. Always evolving our process for quality user metrics
- ▶ Developing learning plans and educational courses to continue contributor growth as well as educate partner teams on Lowe's UX / Product Design processes, ways of working, values and principles, and metric / analytical methodologies

CVS HEALTH, Chicago, IL

JAN. 2018 ▶ JUN. 2020

User Experience Design Manager

Leading a team of health-minded User Experience & Visual Designers, Infrastructure Architects, Researchers, and Usability Specialists to create an empathetic, patient-focused benefits enrollment software. Proud to provide 100% usability tested experiences.

Responsibilities:

- ▶ Leading discovery with product manager on upcoming initiative, and assigning projects to design team members
- ▶ Following project process / progress with design team and mentoring as necessary
- ▶ Holding project-timely status and showcasing meetings with design team to help troubleshoot a project, or provide helpful feedback prior to business review or client testing
- ▶ Contributing to the success of project deliverables with visual style guidelines in adherence to development platforms
- ▶ Creating user-centric flow charts, wireframes, prototypes, and visual mockups on individual and team-oriented projects
- ▶ Presenting conceptual to fully usability tested designs to business and product owners at numerous points of design to hit all project / development timeline, and release schedules
- ▶ Creating design specifications for seamless project hand-off from the UX team to front-end development team
- ▶ Facilitating design, testing, and research-based learning workshops. Sometimes with guest speakers
- ▶ Mentoring junior designs with focus on visual / experience design and interaction
- ▶ Hands-on ethnographic research at client sites to better understand client process and workflow with our products
- ▶ Reimagining the voice-based interactive benefits platform using IA and VUI practices

COMPLETE 25+ YEAR WORK HISTORY AVAILABLE UPON REQUEST, OR AVAILABLE ON LINKEDIN

AWARDS

Micro Site of the Year – Danze “Flush It” – Bronze
The Show 2008, Minneapolis, MN

Micro Site of the Year – Activision World Series Of Poker
“Beat the Brat” – Merit
The Show 2008, Minneapolis, MN

Other – GdB Interactive Holiday Card – Merit
The Show 2008, Minneapolis, MN

EDUCATION

Connecting Point, 2003
Minneapolis, MN

Certifications:
Microsoft MCDBA & MCP certifications, 2003
Cisco CPPNA certification, 2003
CompTIA A+ Certification, 20