

EXPERIENCE

Cox Automotive, New Hyde Park, NY Director of User Experience

06/2018 - 07/2020

- Launched Dealertrack series of products including The Credit App which lead to a 43% increase in loan application completion. After relaunch revenue increase for this division measured at 6%.
- Relunched the regUSA product. A solid measure of 21% increase in new visitors since April 2020.
- Restructured and managed 4 groups of multi-disciplinary teams across 4 business units. (located in NY, Dallas, Sacramento, and Groton, CT totaling 9 UX and Product Designers).
- Introduced UX best practices to evolve the company's approach and introduced usability testing, Design Systems as well as helped purchase the UX tools used.
- Tools used were: Auryc, Optimizely, Google Forms, usertesting.com, WalkMe, Lucid Charts, Miro, Sketch, Qualtrics, Zeplin

IBM Watson Health Senior UX Design Manager

05/2016 - 06/2018

In charge of the consumer health pillar and created Watson for Genomics (as seen on CBS 60 Minutes 10/09/2016) and partnered with companies to bring machine learning and blockchain into their healthcare systems.

- Built the Design Studio at Watson Health headquarters in MA, and a team of 28 multi-disciplinary designers that worked across several of the Watson Health pillars.
- Created the design for Watson for Genomics. A late-stage cancer application that allows Pathologists and Oncologists to find the best clinical trials and drugs that match that particular cancer.
- Managed the teams from the Life Sciences pillars from Austin and traveled to New York to manage the Oncology teams while those leaders were recovering from medical events.
- Teamed with the FDA and other partners to implement Blockchain offerings including Proof of Concepts and demos.
- Facilitated over 20 Design Thinking workshops and worked on the Design System for Watson Health.
- Tools used were: Research methodologies, Sketch, Figma, InVision App, usertesting.com, whiteboarding, Design Thinking, Ah Ha, Mural, Typeform, Mouseflow, Framer

Highway 22 - Kansas City, MO UX Design Director

08/2015 - 02/2016

UX agency with a diverse clientele working closely with stakeholders to combine user research, data, planning and logical reasoning to create a better end-to-end experience to their products.

- User research and analysis for a Federal online insurance application to change the idea of who would be using the product so the right tone would be set for the demographics using their website.
- Tools used were: User Research methods like Current State Analysis, demographics, competitive and comparative analysis, user segments,

SUMMARY

As UX Leadership, my focus is on delivering a human-centric, data-driven design that impacts growth and business needs but aligns with the users' needs.

Experience encompasses health, consumer-side mobile, Fin-tech/ financial, eCommerce, B2B, agency work, telecommunications, Saas applications, and web site design. Visual design, interaction, HTML/CSS, and research methods.

SKILLS

- Sketch
- Adobe XD
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, etc.)
- Figma
- Framer,
- InVision
- Slack
- Github
- Asana
- Auryc
- Jira/Confluence
- Mural/Miro
- Zeplin
- Trello/Zenhub
- HTML/CSS
- Qualtrics
- WalkMe
- usertesting.com
- UXPin
- Axure

Human-centered design, team management, User Research, interaction design, graphic/visual design, Mobile UX, SaaS design, enterprise design, eCommerce, purchasing products, performance plans, track projects, distill user-insights, consensus building, persuasion, service design, drive the UX process, cross-functional teams, qualitative/quantitative research, define measurements of success, requirements writing

behaviors, personas, journey maps, prototypes, Adobe Illustrator, Adobe InDesign, and others

H&R Block Corporate - Kansas City, MO **01/2013 - 04/2015**
UX Manager | Interaction Design & Consumer Facing Mobile

Focused on 3 client-facing consumer apps - H&R Block brand app, 1040EZ, and Emerald Card app.

- Headed up retail and digital product lines - focusing on Interaction Design product lines such as Tax Pro product line, onboarding flow of apps for both Web and Mobile.
- Managed a team of 5 in-house interaction designers and designers from our external UX firms for my projects.
- Project management, research, and interaction to decrease the pages needed while increasing user interactions by 165%.
- Developed RFP's and managed external UX firm relationships.
- Created the Design System, interaction standards, spec docs, style guides, over 15 prototypes for user testing, and consulted on creating responsive websites for multiple internal teams.
- Tools used were: Axure, Flash Catalyst, Adobe suite, Muse, Flash, HTML/CSS, a myriad of UX methodologies

Sprint - Overland Park, KS **2007-2008 and 08-2010 - 01-2013**
UX Strategist III / Innovations & eCommerce team

- Bringing great customer experiences to the eCommerce team in 2007-2008 and the award-winning Innovations team creating new products for Sprint like the Sprint Zone app.
- Managed a team of 5 that created and developed a Customer Service browser-based app for the Chrysler car application program.
- Participated in a patent for "**Method of Accessing Services From a Mobile Device**".

Teva Neuroscience - Overland Park, KS **10-2006 - 08-2007**
Senior Web/UX Designer

- UX lead for design and development and created dozens of websites using research, strategy, wireframes, visual design and CSS and HTML for Teva's generic drug companies.
- Tools used were: Sketching, wireframes, Adobe applications.

A Box of Pixels, LLC, Glen Cove, NY **01/2001 - Present**
Founder, Consultant, Strategist, Head of Design/UX

Leading UX design, product design, strategy, user research, usability testing, and visual design techniques to get the best user experience for various companies. Creating a strategic experience design using methods like Design Thinking and Design Sprints to be able to get to the users' needs faster and thus creating a solid ROI.

- Using co-design and multiple methods design, research methods, Adobe XD, Sketch, whiteboards, Figma, Miro/Mural, Typeform, Google Analytics, Axure, InVision App, and others.

CLIENT LIST (ABRIDGED):

Adobe	AARP	Burger King
David Nanos Productions	F2 New Media	USA FDA
Jiochat	Hills Pet Nutrition	Ingram's Magazine
Microsoft	MacSource	River City Solutions
Samsung	Sprint	Sunflower Dermatology
ThinqDigital	Teva Neuroscience	Walmart Health

More upon request

COMMUNITY INVOLVEMENT

- Guest speaker at Harvard Business Extension, Interviewing workshop for Trilogy Education Services and a UX Panel: Cross Functional Teams for Tech Circus
- UXPA Mentor
- UXPA Board Member UXPA LA
- Speaker at Adobe MAX 2010/2015 for a full day pre-conference class on UX and UI for everyone
- Adobe Community Professional (events, website, forums, writer, webinars, etc.) and freelancer from 2004-2017
- Speaker at multiple conferences such as Adobe MAX
- Organizer of D2W, a workflow conference for designers and developers for 4 years in Kansas City with speakers from all over the globe
- **Patent holder from Sprint for "Method of Accessing Services From a Mobile Communication Device"**

CERTIFICATIONS & EDUCATION

- Adobe Certified Instructor
- CompTia CTT+ Technical Trainer Certification
- Johnson County Community College (JCCC) (1986-1993) Psychology, Graphic Design, theater and photography