

OBJECTIVE

My objective is to deliver intelligent products that people love and engage with, through innovation, user-centric design process, collaboration, and beautiful design.

EXPERIENCE

Product Design Consultant (May '09 – Present)

As a Product Design Consultant, I leverage my expertise in Agile development process, product management, user experience design, information architecture, and visual design against product design & development challenges faced by young start-ups.

Salesgenie.com (November '08 – May '09)

Director of User Experience

As the Dir.UX at Salesgenie.com I was responsible for creating & managing a team of visual designers, UX Designers, and front-end technologists. Our objective was to redesign Salesgenie.com for an enterprise market. Over a period of 6 months, we succeeded in providing an outstanding UI design and implementation strategy.

Accomplishments:

- Built and managed a small & effective team.
- Started an internal & cross-department, customer-facing feedback team.
- Delivered a brilliant UI for Salesgenie.com that was easier to use, faster, and more successful for all customers.

Zinio.com (June '06 – November '08):

Sr. Product Manager

Zinio provides nearly 1 million global consumers with an easy and elegant way to buy and read magazines & books on their computers. For over 350 publishers, Zinio represents an infinitely scalable, digital circulation, distribution, and advertising platform.

I am responsible for the product roadmap, requirements, user experience, project schedules, and results for the Zinio online reading experience. As part of our Agile development process, I leverage product & sprint backlogs, wireframes, and use cases to inform our development.

Accomplishments:

- Released the Zinio Online Reader (all previous versions required download).
- Developed the Barnes & Noble "See Inside" book preview platform.
- Delivered an Omniture based reporting solution tracking user behavior and web analytics in the Online Reader.
- Deployed an iPhone, browser-based version of the Zinio newsstand (App Store version due Q4'08).

MyWire.com (Mar '03 – June '06):

Product Manager

MyWire consolidates articles from over 200 professionally published magazines and news sources, and provides an intuitive search interface for discovery, reading, and research.

Within the product team, I led the front-end feature development and user experience. I was responsible for driving user and competitive research, and creating product requirements, use cases, and wireframes to inform development. In addition, I managed the visual design, information architecture, and front-end methodologies (HTML, CSS) employed on the site.

Accomplishments:

- Designed and managed the re-launch of KeepMedia in November 2005.
- Increased our release efficiency by 50% through a CSS based site architecture, and template system.

User Experience Lead

Responsible for managing the user experience of the service, with a special focus on improving acquisition and retention through targeted improvements to the sites feature set and messaging. Provided product requirements, user flows, wire frames, and HTML mockups for user experience related projects.

Accomplishments:

- Managed multiple rounds of user testing, experience design, and development of the product from beta to release.
- Managed landing page and Pay-wall optimization projects, utilizing Optimost.

Travelocity.com (Jan '01 - Mar '03):**Information Architect**

Travelocity's business is selling tickets & vacations. My role was to make the purchasing process easier, more fun, and faster to complete. I was responsible for developing wireframes, sitemaps, and use cases to support product requirements, and inform our development process.

Accomplishments:

- Designed the Travelocity Product Development Lifecycle, in collaboration with the Project Management Team.
- Documented the Travelocity Cruise and Vacation products with sitemaps, and user interaction flows.

Senior Designer

Led application design within the Cruises, and Vacations product paths. Mentored a group of 3 Junior Designers.

Accomplishments:

- Designed a visually rich, interactive cruise-booking path resulting in a 15% increase in sales.
- Created, and introduced the first Travelocity style guide for design & HTML development.
- Designed a collaborative project process for the execution/communication of business requirements.

Oven Digital (Apr '99 – Nov '01):**Design Team Lead / Senior Designer**

Oven Digital was a boom-era design studio based in New York with offices in seven locations around the world. My role was to initiate, lead, and maintain the creative relationships with the client, and participate in the project phases from discovery to implementation.

Accomplishments:

- Hired and lead a Sr. Design staff of six, collaborating within a larger, international group of 30+ designers.
- Managed the creative scope/development of multiple projects ranging in scope from 45k - 2.5million.
- Represented our team as Sr. Flash developer for Oven Digital as part of Flash Forward 1999.

EDUCATION

B.F.A. Graphic Design, Miami University | 1996

SKILLS

Experience design methodologies and applications
Information Architecture methodologies and applications
Hand coding HTML & CSS
Flash