

EXPERIENCE

STAFF PRODUCT DESIGNER / LEAD UX RESEARCHER

Tock (a Squarespace company) | Feb 20 - Present

Reimagining restaurant reservations and operations.

- Responsible for design and research of multiple projects on the Customers team which supports our businesses admin operations within Tock.
Leading full end-to-end user research process for multiple projects while educating colleagues on best practices and increasing awareness of the importance of research.
Created a framework for user research processes to enable the creation of customer journey maps to be used by product managers and engineers to prioritize the product roadmap.
Collaborating with multiple Engineers to ensure quality product is delivered and measured.

SENIOR PRODUCT DESIGNER

Walmart Labs | Feb 18 - Feb 2020

Designing the end to end product and vision for item setup and maintenance for Walmart Associates.

- Collaborate closely with Product Managers on our strategic direction to ensure our designs will positively impact business goals.
Partner with multiple Engineering scrum teams to ensure quality product is delivered.
Lead quantitative and qualitative user research and usability testing, and analyze feedback for design evolution.
Create and manage living design systems for a team of designers.

SENIOR UI DESIGNER

Rightpoint | May 14 - Feb 18

Responsible for design and user experience for multiple CRM projects including Sharepoint, SiteCore, Episerver and Salesforce.

- Notable clients include, Northwestern Mutual, Deloitte and 3M.
Facilitated discovery sessions with clients to help shape the vision of employee intranets and e-commerce experiences.
Collaborated closely with UX and Development teams to ensure quality deliverables throughout entire project timeline.

SENIOR DIGITAL DESIGNER

Isobar | Mar 13 - Feb 14

Led the redesign of Umpqua Bank's corporate website and the interface design of the new online banking experiences for desktop, mobile (OS and Windows) and tablet.

Worked closely with global teams on new business pitches for clients such as MSCI and Hilton Hotels.

SENIOR ART DIRECTOR

Arc Worldwide (a Leo Burnett Company) | Apr 10 - Mar 13

Responsible for art direction, concept and execution of digital campaigns for Whirlpool.

- Led design and user experience of the online Kitchen Stylist Tool.
Responsible for redesign for Whirlpool and Maytag e-commerce sites.
Online advertising including standard and rich media web banners.
Art directed 3D animated demos for new product launches.

Designed in-store POS units for P&G brands such as Pantene and Herbal Essences.

Developed shopper marketing programs and national retail promotions for Coke and Diet Coke brands.

EDUCATION

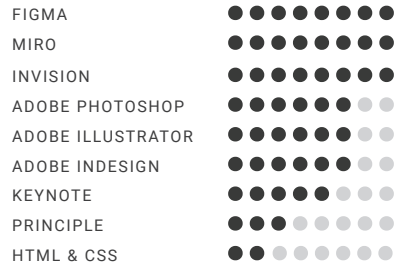
BACHELOR OF ARTS - GRAPHIC DESIGN

Bradley University | May 05
4.0 GPA | Minor in Art History

ASSOCIATE IN ARTS & SCIENCES

Illinois Central College | Aug 00 - May 03

SKILLS



AWARDS

2018

INTRANET AND DIGITAL WORKPLACE AWARDS - GOLD FOR PERSONALISED GLOBAL INTRANET

3M GO Intranet | 3M

RAGEN AWARD - BEST PERSONALIZED EXPERIENCE

DLife Intranet | Discover Financial Services

2017

RAGEN AWARD - BEST OVERALL INTRANET

iQ Intranet | QuintilesIMS

RAGEN AWARD - HONORABLE MENTION

Digital Commons Intranet | Northwestern Mutual