

UX Leader,
& Designer,
Graphics
Geek-at-Arms

I employ a **holistic** approach to **UX design** and **team management** to impact every aspect of projects. I evangelize **competitive analysis, persona research, usability testing, rapid prototyping, continued customer interaction**, and the importance of having a cohesive **design system** that is properly aligned with **business** and **marketing goals**. My development skills and experience with both fledgling and seasoned UX teams tempers my designs to be realistic and easily implementable all the way from scratch to finish. I believe in asking questions, sharing knowledge, and helping everyone around me succeed and grow. If you're looking for someone to juggle **all** aspects of user experience and love every minute of it, **I'm your man!**

Talents

Fluency

- ▶ UX Leadership and Evangelization
- ▶ Interaction Design (IxD)
- ▶ UI Graphics / Visual Design (VxD)
- ▶ Axure / Balsamiq / InVision
- ▶ Figma
- ▶ Sketch / Abstract / Zeplin
- ▶ Adobe Photoshop & Illustrator
- ▶ UX Documentation

Proficiency

- ▶ User Research
- ▶ HTML / CSS3 / JavaScript / jQuery
- ▶ Agile Methodologies / JIRA / Azure Dev Ops
- ▶ PHP
- ▶ Adobe InDesign
- ▶ SASS

Competency

- ▶ MySQL
- ▶ Silverlight / Expression Blend
- ▶ Adobe Flash
- ▶ AJAX

Additional Experience

- ▶ SVN / Git / TFS
- ▶ Apache Installation / Maintenance
- ▶ WordPress Theme Development
- ▶ Cross Browser Compatibility War Veteran
- ▶ XML / JSON
- ▶ C# / C++ / Java
- ▶ Customer-facing Retail
- ▶ 3D Modeling (3DS Max, Maya, SketchUp)
- ▶ Branding Identity Design
- ▶ Mobile Development
- ▶ Responsive Design
- ▶ Google Maps API
- ▶ Multiple Office Suites (MS/Google/etc.)
- ▶ Calligraphy & Traditional Media
- ▶ Tutor/Lecturing Experience
- ▶ Business/Marketing Goals Consultation
- ▶ Small Business Owner
- ▶ Published Copyeditor

PwC via Tonic3 (2022–Present)

Senior UX Director for Ready Assess

- ▶ Oversaw the Risk Portfolio of software and teams, high-stakes risk assessment tools used internally and by Fortune 500 companies
- ▶ Contributed to the company-wide Sketch to Figma transition strategy and new design system
- ▶ Advised best practices for accessibility standards as well as internal and external UX consistency
- ▶ Educated product management team on writing tickets and acceptance criteria for design resources as well as when and how best to include those resources in the discovery phase
- ▶ Consulted on other PwC products including Risk Atlas and Model Edge

LeadIQ (2021–2022)

Senior Product Designer for Sales Software Platform & Chrome Extension

- ▶ Designed high fidelity wireframes and prototypes using Figma for a web-based sales platform and Chrome extension for a variety of areas including onboarding, growth, and retention
- ▶ Worked within an existing design system to expand, annotate, and fill in gaps in the library
- ▶ Collaborated closely with product managers to provide rapid iterative solutions

Insite360 (2020–2021)

Contractor as Lead User Experience Designer for Fueling Systems Software Suite

- ▶ Led a design team of two to work with stakeholders at all levels in multiple states and countries
- ▶ Authored a comprehensive UX framework and style guide tailored specifically to the needs of the company and industry sector
- ▶ Used the above style guide to generate interfaces and workflows via both rapid prototyping and high fidelity wireframes including both interaction (IxD/UX) and visual design (VxD/UI)
- ▶ Consulted with stakeholders on third party software and component selection and integration
- ▶ Designed a central platform to combine legacy products in a new, modern, and unified interface

Sphera Solutions (2018–2020)

Lead User Experience Designer for Environmental Health & Safety Suite

- ▶ Recruited and led team of four, comprising interaction and visual designers around the world
- ▶ Authored a comprehensive UX framework and style guide for developers and designers detailing elements, components, and systems for all new development
- ▶ Used the above style guide to generate interfaces and workflows in sectors of Sphera including operational risk, hazard identification & risk assessment, and environmental accounting
- ▶ Designed standards for central platform to unify previously mentioned disparate offerings

NeonCRM (2016–2018)

Lead User Experience Designer for Non-Profit CRM Database Software

- ▶ Untangled years of organic and unguided growth of a powerful but inconsistent CRM
- ▶ Designed and begun the implementation of a five-year plan to create a powerful and competent UX team
- ▶ Created and implemented consistent design standards using rapid prototyping, generous wireframing, and close communication with the development team in China
- ▶ Oversaw the professional development of an associate level UX designer and nurtured and leveraged their talents for best use on the team

Crossman Studios (2015–2016)

UX Consultation for Mobile Adventure Game

- ▶ Provided interaction and visual design critique and solutions for all aspects of production

The Hearth of Britannia (2013–Present)

Small Business Personal Fan Project for the *Ultima* Video Game Series

- ▶ Design, run, and handle all aspects of legendary LARP (live action role-play) events for 100+ guests with budgets of over \$10,000
- ▶ Design and maintain website for said events that allow users to log in, submit and join quests, and more in a modular PHP, MySQL, and AJAX environment

Portalarium, Inc. (2013–2014)

Web Development and Community Relations for Crowdfunded MMORPG

- ▶ Facilitated positive community interactions through video broadcasts, roundtables, forum and social media posts, and in-person events
- ▶ Updated and maintained the project website via PHP, MySQL, XHTML, and SASS including a new landing page to leverage modern design trends and standards
- ▶ Processed hundreds of tickets weekly through Salesforce Desk.com as lead customer support agent and analyst
- ▶ Miscellaneous graphics and design tasks as requested

ExactTarget/Salesforce.com (2013)

Interaction and Visual Design in Enterprise Level Marketing Software Environment

- ▶ Designed user workflows and illustrated them using a combination of low and high fidelity wireframes and visual designs
- ▶ Facilitated understanding through leadership in design meetings with Product Managers and Product Owners

Aprimo/Teradata (2010–2013)

Interaction Design and HTML/CSS/JS in Enterprise Level Marketing Software Environment

- ▶ Created, maintained, and wrangled pixel perfect UI features into multi-solution, multi-datasource software
- ▶ Debugged and optimized HTML/CSS through over a decade's worth of legacy barnacles
- ▶ Created rapid HTML/CSS/jQuery prototypes for feature demos and testing
- ▶ Developed in Waterfall, Agile, and "free agent" environments
- ▶ Championed the transition to cross browser compatibility and standards compliance

Digital Messaging Center (DMC) (Think MailChimp but bigger)

- ▶ Assisted in defining product specifications
- ▶ Designed and prototyped all stages of development
- ▶ Leveraged competitive analysis in feature design
- ▶ Gained insight into functionality of Message Transfer Agent (MTA) and CAN-SPAM requirements

Other Enterprise Level Marketing Feature Experience:

- ▶ **Digital Asset Management:** UX/UI planning and graphics/HTML/CSS/jQuery implementation experience with shared asset management features including hosting, uploading, accessing, version control, and asset expiration
- ▶ **PDF, Video, Email, and Web-Site Annotations:** UX/UI planning and graphics/HTML/CSS/jQuery implementation of annotation features of shared assets between multiple users
- ▶ **Global Marketing Calendar:** UX/UI planning and graphics/HTML/CSS/jQuery implementation of features regarding enterprise level calendars handling big data
- ▶ **Dashboards:** Data visualization dashboards giving internal and external customers insight into and control of a variety of data include financials, running services, server health, hosting statistics, and email output

Innovative Workflow Technologies (2008–2009)

- ▶ Assessed usability weaknesses and inconsistencies, drafted reports to detail these findings, and fixed them in an ASP.NET environment
- ▶ Oversaw usability testing with customers for software in development
- ▶ Created design documents, visual designs, and test plans based on needs assessments with clients
- ▶ Rapidly spun websites and pages for assorted clients

Ezra Distributing (2008–2009)

- ▶ Directed activities of two interns to maximize productivity and skill sets
- ▶ Designed and drafted project specification documents and related graphics for new websites to be outsourced to third party developers
- ▶ Developed websites with database driven back ends for internal and public consumption
- ▶ Optimized and maintained ecommerce website in a sales office environment

Bachelor of Science

Computer Graphics Technology with Concentration in Interactive Multimedia Development and Human Interface Theory and Design (Purdue University, West Lafayette, IN, May, 2007)

Minors

Art & Design, Computer Science, and English

Activities

- ▶ **Secretary:** Purdue University Computer Graphics Student Council (2005–2006)
- ▶ **Web Master & Treasurer:** Ball State University Fencing Club (2002–2003)
- ▶ **Member:** Purdue Computer Graphics Student Council (2004–2007)

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