

## Human-Centered Designer & Forward-Thinking Strategist

### *Finding the right "it" before we build it right.*

A motivated, infinitely curious, ADA-compliant change catalyst and intuitive thinker with excellent communication skills, passionate about collaborating with innovation driven organizations, government agencies, enterprise, start-ups, healthcare, financial services, and non-profits committed to integrate human perspective with business requirements.

### Core Competencies

- Accessibility
- Design Thinking
- Interaction Design
- Prototyping
- Service Design
- UI Design
- Usability Testing
- User Experience Research

## Senior User Experience Researcher, Designer, Lead Consultant

### Select Projects & Achievements

#### **FIDELITY INVESTMENTS**, BOSTON, MA

2013 – 2015, 2018 – present

*A privately held investment management firm generating \$18.2 billion in revenues.*

Pivoted from a key contributor for UX design and front-end development to remotely leading and defining user research projects, organizing actionable insights, and orchestrating aggregation of qualitative and quantitative data to influence product strategy direction for organizational change and digital transformation program deliverables.

- **Expanded stakeholders' awareness and alignment of functional design needs** of target audiences while identifying priority user needs and influencers, through remote and in-person interview protocols, and framing the results in a detailed-oriented research plan followed by actionable synthesis of findings.
- **Co-created a user-centered information architecture for the corporate intranet** incorporating associates using their mental models and words, through quantitative and qualitative research methods and competitive analysis.

Engaged as team member for cutting edge technical skills in design and web development, evolved to manager of a five-person creative team comprised of a digital developer, content strategist, researchers, visual designer, and accessibility specialist, coordinating with the design director.

- **75% boost in mobile engagement** by consolidating a data dense interactive interface into a responsive app.
- **Introduced a human-centered mindset** to understand developer's needs to bridge cultural differences, differing time zones, and methodologies associated with partners located in China, India, and Salt Lake City, UT, delivering well-defined technical specifications paired with storytelling and examples to clarify the thinking behind requirements.
- **Transformed a project one year behind schedule** to the most viewed resource and improved customer investing experience by designing a flexible, innovative UI solution and replacing waterfall with Lean methodology.

#### **BOSTON AREA RAPE CRISIS CENTER**, BOSTON, MA

2012 – present

*The oldest and largest trauma-informed center in Massachusetts with \$3.2 million in annual operating revenues providing services to survivors of sexual violence ages 12 and up and their families and friends.*

Conceptualize and produce inclusive graphic design, training materials, and other on-call ad hoc communications.

- **Aligned projects with the common vision, mission, and values while expanding reach** to non-English speakers and/or individuals with disabilities by creating media design, typography, and marketing collateral.
- **Supported workplace implementation of diversity and inclusion policies and safety services** by engaging survivors and vulnerable audiences in the co-creation to promote an innovative partnership between the Boston Center for Independent Living, Transit Police, the Transportation Authority, and other organizations.

#### **FEMA FLOODSMART.GOV**, WASHINGTON, DC

2016 – 2017

*FloodSmart is the official Web site of the National Flood Insurance Program (NFIP) and is administered by FEMA.*

Optimized strategic design for UX, performance, and accessibility by applying a Drupal theme from the U.S. Web Design System, with a human-centered process and interpersonal skills to heighten the voice of influencers.

- **Introduced and led an HCD process** in a marketing-driven ad agency by guiding qualitative research and quantitative data analysis while fostering empathy for external audiences, defining a plain language taxonomy, fulfilling task orders, and architecting client presentations to resonate UX research findings with decision making
- **Nurtured the development of junior staff members** to inspire with best practices for research methods, creative participant outreach, survey design, ethics, inclusive techniques, strategy, responsive web, rapid prototyping, and communicating the UX impact of accessibility and web performance.

**AKAMAI TECHNOLOGIES, CAMBRIDGE, MA**

2016 – 2017

A CDN with revenues of \$2.5 billion and 7,650 employees credited with serving 15%+ of all web traffic.

Led a customer-centric process for a new performance analytics proof of concept by defining project scope, framing problems, documenting impact on vendors, and synthesizing analyses for validation of stakeholder assumptions.

- **95% improvement in turnaround time** by applying resourceful techniques, performance budgets, remote collaboration, inspiring creativity, and developing responsive CSS3 / HTML5 / JavaScript prototypes.

**MASSACHUSETTS DEPARTMENT OF ENVIRONMENTAL PUBLIC HEALTH, Boston, MA**

2016 – 2018

A consortium ensuring access to health and environmental data for the communication and evaluation of trend data.

Architected and implemented a responsive retrofit of a public health tracking web app, within governmental constraints.

- **Improved availability of critical state data sets** through ADA-compliant accessibility and mobile availability in remote locations by optimizing performance and usability.

**SABRE HOSPITALITY SOLUTIONS, WATERTOWN, MA**

2015 – 2016

A travel technology company generating \$3.6 billion in annual revenue and employer of 10,000 people.

Steered a cross-functional team in executing the responsive redesign of a complex call center app. Conducted ethnographic research focused on in-context fieldwork, market analysis, and formal interviews. Introduced collaborative design and testing processes in an environment unaccustomed to Lean and usability testing.

- **Elevated performance and enhanced code engineering** by championing the transition to modern frameworks (React, Foundation), writing user stories in JIRA, elevating technical requirements, documenting source code responsibly, training contractors and leads, aligning workstreams and implementing Agile development.
- **Cultivated an organizational shift by facilitating design thinking workshops**, creative improvements, and optimized workflow across the lifecycle to an iterative, user-centered process with guests and agents included.

**COGO LABS, CAMBRIDGE, MA**

2012 – 2013

A startup incubator focused on nurturing profitability through teams of engineers, analysts, & entrepreneurs.

Led R & D of profitable digital product development process by designing brands and building data-driven products aimed at acquisition. Led recruitment efforts for hybrid designer-developers to a positive, inclusive employment culture.

- **\$500,000 gain in daily product sales and 100% improvement in value per arrival attained** by informing algorithmic rules using quantitative research and incremental retrofit experiments to convert a high-performing (\$1 million/day) app into a responsive web application.
- **Expedited identification of system bugs prior to product launch** by obtaining approval to purchase and build a mobile device lab, documenting a team-wide, internal process with reusable resources and materials for quality assurance, conducting AB testing in the fragmented Android landscape and troubleshooting discrepancies.
- **Cultivated thought leadership, subject matter expertise, and staff presentation confidence** by initiating a company-wide lunchtime learning series.

ADDITIONAL EXPERIENCE: Easy Designs, UX / UI Designer / Developer apprentice with Aaron Gustafson, Microsoft's web applications standards accessibility advocate; Project Manager with Pearson Publishing

**Education & Professional Development****Bachelor of Arts in Applied Art, University of Southern Maine**

- Indi Young Advanced Training – Thinking-Style Audience Segments, Mental Models, and Listening Deeply
- IDEO U certificate – Designing for Change
- Summer of Design, Design Thinking – University of Virginia, Darden Business School
- Mentorship and coaching for junior designers – AIGA DC, UXPA Boston & DC
- W3C's Introduction to W3C's Mobile Web Best Practices
- Aral Balkan's iOS Design and Development Workshop for Mobile Applications Design
- UXPA Boston Roundtable Mentor for Machine Learning and AI
- Supplemental courses in HCI, Human Factors, Machine Learning, Artificial Intelligence, and Virtual Reality

LinkedIn: <https://www.linkedin.com/in/ux-ui-org/>