



## WHY YOU'LL LOVE WORKING WITH ME

As an accomplished, hands-on creative lead and visual + UX designer with over 20 years of experience, I am committed to providing the highest level of strategic thinking and creative execution possible, delivering solutions that communicate, innovate, and drive engagement. I specialize in user-centered digital product design and have broad experience conceiving and executing creative integrated marketing campaigns, websites, digital apps and visuals for global brands like Adobe, Sony, Virgin, VMware and Wells Fargo.

## EXPERIENCE

### Wells Fargo

**Senior Product Designer, AVP – Cross Channel Service Design** (7.2015 – present)

- Lead product design (Cross Channel Service Design) for new and modernized mobile-first responsive web applications used every day by tens of thousands of Wells Fargo tellers and bankers to service customers.
- Create and document a visual design language and identity that extends the Wells Fargo brand to complex web applications, providing a consistent UX and modern look and feel in cross-channel experiences.
- Work with cross-functional and geographically dispersed teams of product managers, business stakeholders and developers in an agile environment.
- Conduct field research and user testing. Document/apply learnings to UX design.

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### gotomedia

**Senior UX Designer** (4.2011 – 6.2015)

- Provided information architecture, content strategy, interaction design and UX/UI design for client websites, intranets, portals, native mobile and web applications.

### CLIENTS

Cloudera, Echelon, Google, IEEE, Kasisto, Logitech, Net Power & Light, SocialIQ, SRI, Symantec, Tempo, Toyota, Versant, Viator, VMware

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### Wells Fargo

**Art Director/Sr. UX Designer – Team Member Marketing** (6.2010 – 3.2011)

**Senior Visual Designer – Team Member Marketing** (3.2010 – 5.2010)

- Led visual and user experience design and branding for *Teamworks*, Wells Fargo's portal intranet, serving a nationwide network of 280,000+ team members.
- Provided usability and user experience design support for development of online tools and Web applications.
- Designed and produced internal marketing campaigns, communications, and collateral for Wells Fargo's internal audiences.
- Developed and documented internal brand standards and design patterns and ensured they were applied consistently across all digital communications.

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### Expert Communications Inc. / Omnicom

**Associate Creative Director** (2.2009 – 8.2009)

- Provided creative direction and design for interactive projects including email campaigns and landing pages, display advertising, and a complete redesign and relaunch of the agency's Web site. Provided design support and strategy for agency presentations and new business pitches.

### CLIENTS

Adobe, AutoDesk, Polycom, Union Bank

## SKILLS + CAPABILITIES

- Strong project management, team leadership, and interpersonal skills
- Designing and producing corporate, data-driven, and promotional websites, web applications, rich media microsites and landing pages for tech, finance, entertainment and education clients
- Expert knowledge of user-centered design, accessibility and usability best practices and standards
- Experience designing and customizing CMS templates (Concrete5, WordPress, SharePoint, Open Text)
- Expert knowledge and hand coding (XHTML, DHTML, and CSS)
- Strong presentation design, storyboard, illustration, and traditional rendering skills

## DESIGN APPLICATIONS

- Axure
- Adobe Creative Cloud Suite
- Confluence & Jira
- Figma & Figjam
- inVision & Freehand
- Sketch

## EDUCATION

- Otis Art Institute of Parsons School of Design, Los Angeles (B.F.A.)
- Studied design at the University of Colorado, the University of Utah, and the National Arts School, Papua New Guinea

## RECOGNITION

- 2019 AVP, Wells Fargo
- 2007 Outstanding Associate Award, Kessler Group San Francisco
- 2002, 2003, 2004, 2006 Leadership Incentive Awards, University of California, Strategic Communications

## **Kessler Group San Francisco**

**Associate Creative Director** (4.2007 – 12.2008)

- Directed design and production of email campaigns, flash display banners and paid search ads, interstitials, microsites and sitelets, full Web sites, and Web apps.
- Developed engaging multimedia presentations, storyboards, case studies, RFP responses, Power Point decks, and collateral for new client acquisition efforts and B2B support.
- Led and mentored a team of two interactive designers and a copywriter.
- Hired and managed freelance designers and other creative talent.

### **CLIENTS**

AARP, American Eagle Outfitters, Avon, Cabela's, ESPN, Fox Entertainment, GE Money, Harley-Davidson, HSN, L.L.Bean, MBNA Canada, Nike, PetSmart, Residential Finance Corporation, Sony, Staples, Starwood Hotels, Virgin America, VistaPrint, Walmart, WaMu

### **RESULTS**

- An interactive presentation created for GE Money helped them win a new business partnership worth \$100 million.
- Jane Thompson (President of Walmart Financial Services) said we “set the bar so high that it won't be met for years,” referring to a Flash presentation my team and I created. It resulted in 3 additional projects for the agency worth \$70K.

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## **University of California Office of the President**

**Director of Web Services** (2006 – 07)

**Senior Art Director** (2002 – 06)

**Art Director** (2001 – 02)

- Provided strategic design and brand leadership for University Affairs, the marketing and communications unit of the UC system comprised of 10 campuses, 3 national labs, and 170,000 employees.
- Managed all design, development, and production for UC's system wide portal, and a variety of California Digital Library sites including the Online Archive of California, Mark Twain Project Online, and eScholarship Editions.
- Developed rich media microsites and features for annual reports, special events, public service initiatives, and advocacy campaigns.

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## **Yack.com**

**Web Designer**

- Designed UI for two major launches of Yack.com, a dynamic consumer-facing Internet program guide with thousands of pages of content.
- Developed Flash components, templates, and rich media experiences.

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## **Copperfield Publishing**

**Production Manager**

- Created design prototype and launched Mountain Times, a startup alternative weekly news publication focused on skiing and recreation in the Park City/Deer Valley area.
- Designed all editorial content cover-to-cover including feature stories, display, and classified advertising.

### **RESULTS**

- Mountain Times grew from 20 pages at launch to 48 under my direction, doubling advertising revenue.

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## **Reagan National Advertising**

**Art Director**

- Managed all aspects of a small full-service art department for a national outdoor advertising firm.