

### Summary

Experienced UX leader and design instructor possessing over 20 years of expertise designing easy-to-use, visually appealing websites and mobile apps. Utilize my dedication, drive, and strong observation skills to identify and solve user's problems by synthesizing user-centered design from consumer insights, data analytics, user research, and business requirements.

### How I Can Help You

#### Project Management

Strong estimator & complete projects on-time & within budget.

#### Audit Existing Products

Perform an expert assessment to see how well the product is performing versus industry standards.

#### Design Solutions

Synthesize research findings to create site maps, process flows, wireframes and low and high fidelity prototypes to test ideas before significant money is invested on development.

#### Increase Conversion

Proven ability to significantly increase conversion rates of digital initiatives.

#### Identify User Needs

Conduct stakeholder, user, and contextual interviews, surveys, perform competitive analysis & usability evaluations to discover most pressing needs.

#### Perform Usability Testing

Setup and conduct usability testing sessions to discover how well a design is actually performing as well as what users really think.

#### Enhance Attractiveness

Bring the product to life by designing a clean and visually appealing interface while making sure the most important information stands out.

#### Create Design Systems

Design & help build a Design System to provide interaction patterns, code snippets, and branding rules to speed up the process and ensure consistency.

### Where

10/22 - 4/23

Sr. UX Designer (contract)  
DirecTV remote

8/20 - 8/22

Sr. UX / UI Designer (contract)  
Chamberlain Group remote

7/19 - 8/20

Lead Design Instructor UX / UI  
Flatiron School remote

7/18 - 6/19

Sr. UX / UI Designer  
Guaranteed Rate Chicago

2/18 - 6/18

Sr. Interaction Designer (contract)  
IA Collaborative Chicago

8/17 - 2/18

UX Lead / Sr. UX Designer (contract)  
Upshot Chicago

8/17 - 2/18

Lead UX Designer (contract)  
Transport Tech Skokie

3/16 - 2/17

Manager of UX (contract)  
Marsh ClearSight Chicago

11/15 - 2/16

Senior UX Design (contract)  
Blast Radius Chicago

6/15 - 11/15

Lead UX Designer (contract)  
Avanade Chicago

8/11 - 6/15

Lead UX Designer  
CCC Information Services Chicago

8/10 - 8/11

Lead IA (contract)  
Oprah Winfrey Network Chicago

1/10 - 8/10

UX Manager (contract / FT)  
Viewpoints Network Chicago

8/02 - current

Owner & Lead UX Designer  
BeStung.com Chicago

4/07 - 10/09

Lead UX Designer  
Blackwell Consulting Chicago

3/06 - 4/07

Senior User Interface Designer  
Hostway Corporation Chicago

8/00 - 4/05

Lead UX /Web Designer  
Bronner Group, LLC Chicago

## Expertise

### Project Management

Estimating  
Timely completion within budget  
Leading design process  
Communicating with clients & team  
Ensuring clients & stakeholders happy

### User Research

Stakeholder Interviews  
User Interviews  
Contextual Inquiry  
Competitive Analysis  
Heuristic Evaluations  
Prototyping  
Usability Testing

### Information Architecture

Requirements Gathering  
Processes Analysis  
Content Inventory  
Site Maps  
User Flows  
Copy Writing

### User Interface / Visual Design

Ideation  
Concept Development  
Art Direction  
Low & Medium Fidelity Wires  
High Fidelity Wires  
Image Compression

### Technical

W3C compliant HTML & CSS  
JavaScript (basic modification)  
Template creation  
Source control  
Accessibility Testing

### Design Instruction

Online / Classroom Teaching  
Mentoring  
Lecturing  
Listening  
Problem-Solving  
Providing thoughtful feedback

## Clients

AJ Demor and Sons  
Allstate Insurance  
Alvarez Corp  
Blackwell Consulting  
Bronner Group, LLC  
CCC Information Services  
Chamberlain  
Chicago Library Systems  
Chicago Office of Emergency Management  
Chicago Public Schools  
Christy Webber  
Chubb Group of Insurance Companies  
City of Chicago Department of Housing  
City of Chicago Department of Zoning

Clean Air Counts  
Corona Extra  
Dog Behavior Solutions  
ESPN Radio  
FedEx Corporation  
Harpo  
Hostway Corporation  
IL Department of Children & Family Services  
Illinois Department of Public Health  
International Trucking  
KAEP Radio  
Kite Restaurant  
Kraft Foods Group, Inc.  
LiftMaster

Management Innovation Inc  
Marsh ClearSight  
Metra  
Metropolitan Mayors Caucus  
Ohio Department of Job and Family Services  
OptionsHouse  
Orbitz Worldwide, Inc.  
Patak's  
PepsiCo  
Reynolds Consumer Products  
Roche Holding AG  
Sears  
STR Ventures  
Wholesome Sweeteners Inc

## Education

9/99 - 11/99

**Depaul University**  
Institute for Professional Development  
Chicago, IL

8/92 - 5/96

**Indiana University**  
Bachelor of Science  
Bloomington, IN