

SUMMARY

I design clean looking websites and web applications that are simple to use, accessible to everyone and create a positive user experience.

EXPERIENCE

CCC INFORMATION SERVICES SENIOR USER EXPERIENCE DESIGNER Chicago, IL (8/11 – Present)

Working as a Senior User Experience Designer I am responsible for creating positive user experiences for websites and mobile applications. My major responsibilities include conducting user research, designing and developing Information Architecture and user interaction, creating user flows and wireframes, building prototypes, and designing visual design. I worked on a wide variety of projects including: Mobile Estimating iPad Application, FNOL iPhone Application, and Next Generation Portal Design.

THE OPRAH WINFREY NETWORK INFORMATION ARCHITECT Chicago, IL (8/10 – 8/11)

The OWN Director of Product Development brought me on board to gather and translate business and product requirements into a compelling user experience. I worked on a wide variety of projects including: OWN, OWN Show pages, Your Own Channel (YOC), Community section, My Profile, Newsletter Registration, and Finder.

VIEWPOINTS NETWORK USER EXPERIENCE MANAGER Chicago IL (1/10 – 8/10)

Sears Holdings Corporation

Sears.com - Write a Review Form Redesign

The Write a Review form on Sears.com lacked simplicity as was causing user errors. As the lead UX, spearheaded the effort to redesign the form, created html prototypes and user tested design to ensure it was more usable, and then created the visual design while adhering to Sears.com style guide. The redesigned form resulted in a much higher conversion rate as well as far fewer errors for customers and can be viewed at <http://tinyurl.com/2elku2y>.

Sears.com - Shoe Verticals

Sears was seeking a way for users to post question and write reviews on their rebranded shoe verticals section of their site. I designed interactions to seamlessly integrate Viewpoints' Reviews and Ratings widget onto Sears.com. I worked with the Sears's product and UX team, front end and backend developers to ensure feasible. Also designed Admin screens to ensure 3rd party content editors could easily add, edit and delete content.

MySears.com – Blogs Redesign

Sears wanted to redesign its blogs section of their site to give it a more magazine layout feel. Under a very tight deadline I was able to please Sears by producing multi-category level wireframes in the magazine format they requested.

MySears.com – Store Page Redesign

Sears wanted to redesign its store pages to be able to features news and event updates for each store. Working as the lead UX, I designed the user interaction while working within our admin system limitations as well as delivering under very tight deadline. (Example: <http://tinyurl.com/2aooovbk>).

MySears.com – Social Pages

Sears was seeking to tweak their existing social pages. Instead I proposed redesigning the page to better group and arrange the items on the page. I created wireframes and worked with visual designer to ensure the vision was carried over into design which is live at mysears.com/social.

VTP Platform

Questions and Answers Product

Working at the lead UX, I helped design a module to go on both Viewpoints.com as well as the platform for users to ask questions and receive answers from other community members on various products and services. I worked with Product management to understand scope and with frontend and backend developers to discuss interactions and understand the potential limitations. I designed wireframes for product pages and category pages and then collaborated with visual designers to ensure the user experience was consistent with other products.

Social Sharing

Working at the lead UX, I designed a way for consumers to share their reviews with social media outlets such as Facebook and Twitter. I worked directly with the product manager as well as frontend and backend developers to brainstorm interactions and create an ideal solution. I then created wireframes to describe detailed scenarios when sharing a review with other social networks.

Reviews & Q&A Widget

Viewpoints was creating a way to implement its read and write product reviews module as well as ask and answer questions modules seamlessly onto client's websites. I worked directly with product management to define scope and with frontend and backend developers to brainstorm interactions and create an ideal solution. I also created wireframes to draw up potential scenarios where our widget would get integrated. Then created usability test and provided recommendations as to which features users found helpful.

Viewpoints.com

Product Moderation Queue

I was responsible for creating the interaction design for proprietary software tool called the PMQ. This tool was introduced to help Administrators to identify duplicate and unmapped products on Viewpoints.com. To successfully accomplish this I interviewed actual tool users to discover their current process, their needs and their desires. I then strategized with frontend and backend developers to discuss interactions and design the ideal solution. (HTML Prototype: <http://tinyurl.com/2a0ovbk>).

BeStung.com OWNER & LEAD USER EXPERIENCE DESIGNER Chicago, IL (3/06 – Present)

CashMax – WEBSITE DESIGNER/FRONTEND DEVELOPER

Created wireframes and then designed the look and feel to create an online presence for CashMax. In addition was responsible for hand coding this XHTML 1.0 Transitional website using valid and accessible HTML, CSS, and SSI. Then migrated the code into Dreamweaver templates to more easily reuse code as well and ensuring the site was easier to update. Finally the site was tested to ensure mycashmax.com worked in 5 main browsers, IE6, IE7, IE8, Firefox 3.5, and Safari 3.0.

Allstate – WEBSITE/INTERFACE DESIGNER

Selected to work as a visual designer with Allstate's User Experience ("UX") team as well as nationally recognized Adaptive Path team to create a simple-to-use prototype and then build the web-based application for Independent Insurance Agents based on the finding of the prototype. During prototype phase was responsible for conception of ideas, presenting concepts, migrating visual comps to CSS and HTML code, incorporating usability findings in look and feel of applications. During the build phase was the lead designer responsible for designing mockups based on wireframes and working with developers to easily build the application. (Not public, but screens can be provided).

Kite Mandarin and Sushi – LEAD WEBSITE DESIGNER

Managed engagement, designed interface, organized site content, shot photographs, and coded kitemandarinandsushi.com for this stylish Japanese and Mandarin restaurant in two weeks.

Orbitz – CONCEPT DESIGNER

Worked with the Research and Development team for a three month period during which time was responsible for coming up with high level ideas, creating wireframing, and designing a high fidelity prototyping for “new search” concepts. (Not public, but screens can be provided).

Silver Horn Ventures – LEAD WEBSITE DESIGNER

Managed project, designed interface and navigation, and coded silverhornventures.com for this strategic consultancy firm in a very short two day period.

International Trucking – LEAD INTRANET DESIGNER

Worked with International Trucking’s internal IT team to build sub site for International’s Intranet site. This site is used to store business intelligence information. (Not public).

Covansys Corporation – LEAD INTERFACE DESIGNER

Utilized Photoshop and Illustrator to design and develop front end design templates to Visio wireframes for seven different concepts. (Not public).

CCR Investments, Inc. – LEAD WEBSITE DESIGNER

Managed engagement, designed interface and created navigation for ccrinvestments.com in very short two week period.

A.J. Demor & Sons, Inc. – LEAD WEBSITE DESIGNER

Managed engagement, designed interface and navigation, and coded ajdemor.com.

Management Innovation, Inc. – LEAD INTERFACE DESIGNER

Designed a simple way for condo associations to manage their properties. (Examples: bestung.com/work/MI and bestung.com/work/MI/members.shtml)

BLACKWELL CONSULTING LEAD USER EXPERIENCE DESIGNER Chicago, IL (4/07 – 10/09)

The Chubb Corporation – LEAD USER EXPERIENCE DESIGNER

Worked on a very tight, two-week deadline to create wireframes and visual designs to help the Chubb team visualize what their new financial system could potentially look like. (Not public).

Kraft Foods Inc.: Global Procurement Portal – LEAD USER EXPERIENCE DESIGNER

Client had recently redesigned and redeveloped a global portal, but the global design did not include a roadmap for each individual group to build its own site. Responsible for reorganizing the site content, designing the look and feel, and coding this portal site using HTML, JavaScript and CSS. (Portal live, but requires authorization).

Kraft Foods Inc.: IS Tools & Services Intranet Portal – LEAD USER EXPERIENCE DESIGNER

Client had recently redesigned and redeveloped a global portal, but the global design did not include a roadmap for each individual group to build its own site. Responsible for organizing site content, creating user testing scenarios, user testing preliminary designs to see and hear what users thought, establishing an information hierarchy consisting of 4 levels to the site, designing the look and feel, and coding the portal using HTML, JavaScript and CSS. (Portal live, but requires authorization).

Kraft Foods Inc.: Innovate with Kraft – LEAD USER EXPERIENCE DESIGNER

Client had seen decline in new idea submissions as well as the wrong types of submission. Redesigned the innovatewithkraft.com to provide a more professional appearance and revamped the content to ensure the site’s purpose was clearer to users.

PepsiCo: Diversity and Inclusion Portal site – PROJECT MANAGER AND HTML/CSS DEVELOPER

Client wanted a sleek new functional layout for its Diversity and Inclusion Portal. This time-sensitive initiative will make the PepsiCo D&I site more visually appealing and interactive. Responsible for overall Project Management, documented and executed overall and detail project plans, monitored and report projected performance, and coded HTML and CSS. (Not public).

Kraft Foods Inc.: Kraft Diabetics – HTML/CSS DEVELOPER

Client wanted to implement Registration functionality on the KraftCanada.com Diabetic site in both English and French. Responsible for coding static page templates (HTML/CSS) in both French and English and consisting of pages with and without error messages. Tested and fixed application bugs to ensure kraftbrands.com/cndiabetesreg worked in 4 main browsers, IE6, IE7, Firefox 2.0, and Safari 3.0.

Kraft Foods Inc. – Kraft Receipt by Email – HTML/CSS DEVELOPER

Client created an email marketing campaign and needed the design coded. Responsible for coding static page templates (HTML/CSS) in both French and English and consisting of pages with and without error messages. Tested the application and fixed bugs to ensure kraftbrands.com/cndiabetesreg worked in four main browsers, IE6, IE7, Firefox 2.0, and Safari 3.0.

Kraft Foods Inc. – FRONT END DEVELOPER

Converted the current KraftFoods.com site from its current Microsoft Content Management System (MCMS) platform to the Global Web Solution (GWS)/ Content Management System (CMS) Platform as well as implement a site redesign.

Allstate: User Experience Architect (UXA) Team – USER EXPERIENCE ARCHITECT (4/07 – 08/07)

Selected to assist the UXA team with various projects, as well as sell the need of UXA practice development to the team's manager.

User Experience Team Practice Development

Led the effort of strengthening the UXA team by creating a detailed team development plan consisting of four main areas: marketing, storage, standards, and process. To accomplish the tasks I designed and developed UXA team website, helped team define team document storage process, began developing web based style guide, helped build UXA methodology to integrate into Allstate Financials team methodology.

User Experience Project Work

Worked on various projects while performing the following tasks: created help documentation for electronic signature rollout, interviewed users to identify their needs for a policy status page, designed wireframes to present to the business, built a clickable prototype to be tested by users for initial payment screen, wrote usability testing script and performed user testing on clickable prototype, analyzed test results, and prepared usability findings for business.

HOSTWAY CORPORATION SENIOR USER INTERFACE DESIGNER Chicago, IL (3/06 – 4/07)

Site Control NG – SENIOR USER EXPERIENCE DESIGNER

Hostway, the nation's largest hosting provider, was looking to redesign and redevelop Site Control, their web based control panel. Led a nearly one year intensive process to design the user experience for the control panel which was to be used as the model for all franchise control panels. Tasks included project planning, stakeholder interviews, user research, and conducting competitive analysis. As a result of this analysis, the applications information architecture was reorganized. Then process flows as well as high fidelity wireframes were created to help create a better user experience. CSS and HTML code was simultaneously created to provide developers with all necessary details to build .jsp. Additional responsibilities included designing the application's look and feel. (Site live, but requires authorization).

BroadXchange – LEAD USER EXPERIENCE DESIGNER

Utilized Photoshop as well as CSS Web Standards to ensure the user interface for this Virtual PBX phone system was simple and easy for users to operate. (Not live, but screens can be provided).

BRONNER GROUP, LLC LEAD USER EXPERIENCE/WEB DESIGNER Chicago, IL (08/00 – 04/05)

Bronner Group, LLC – USER EXPERIENCE/WEB DESIGNER

Designed a new user interface, coded, and helped to reorganize bronnergroup.com to better brand Bronner's main focus areas.

Clean Air Counts – USER EXPERIENCE/WEB DESIGNER

Managed engagement, focused strategy, designed user interface, organized site information architecture, performed individual usability testing, and coded HTML for cleanaircounts.org.

City of Chicago Office of Emergency Management & Communications – LEAD WEB DESIGNER

Managed project, designed user interface, organized information architecture, and performed usability testing for Chicago's Emergency 911 center.

Chicago Public Schools: Chicago Online Skills Assessment (COSA) – LEAD WEB DESIGNER

Designed interface, created site flow, and performed usability testing for <http://cosa.cps.k12.il.us>.

NDS Computer Training Center – USER EXPERIENCE/WEB DESIGNER

Responsible for user interface, usability testing, and information architecture for ndstraining.com which easily allowed City employees to view and register for classes.

City of Chicago Business & Information Services (BIS) – USER EXPERIENCE/WEB DESIGNER

Designed look and feel, created site architecture and coded BIS intranet site which allowed employees to share and access pertinent information real-time. (Not public).

City of Chicago Department of Zoning – LEAD INTERFACE DESIGNER

Designed user interface, created site layout, selected color scheme and create icons for the City's ArcIMS interactive zoning map located at <https://gisapps.cityofchicago.org/zoning/>.

City of Chicago Department of Housing – LEAD USER EXPERIENCE/WEB DESIGNER

Responsible for project management, client consultation, strategy formulation, site information architecture, user interface, and coding to ensure site was clean and simple to navigate. (Not public).

Illinois Department of Transportation – LEAD WEB DESIGNER

Created over 20 websites for various Small Business Enterprises (SBE's) including: christywebber.com, alvarezcorp.com, and chicagoarchitecturalmetals.com.

Illinois Department of Public Health – LEAD INTERFACE DESIGNER

Designed user interface for interactive web based survey. (Not public).

Department of Children and Family Services – LEAD USER EXPERIENCE/WEB DESIGNER

Managed project, created visual design, and organized information architecture for largest state child welfare agency in the United States. (Not public).

United Learning Centers – LEAD WEBSITE DESIGNER

Managed, art directed, designed and coded unitedlearningcenters.com.

EMPLOYMENT HISTORY

THE OPRAH WINFREY NETWORK	<i>Information Architect</i>	Chicago, IL	(8/10 – Present)
VIEWPOINTS NETWORK	<i>User Experience Manager</i>	Chicago, IL	(1/10 – 8/10)
BLACKWELL CONSULTING SERVICES	<i>Senior User Experience Designer</i>	Chicago, IL	(4/07 – 10/09)
HOSTWAY CORPORATION	<i>Senior User Interface Designer</i>	Chicago, IL	(3/06 – 4/07)
BESTUNG.COM	<i>Owner & User Experience Designer</i>	Chicago, IL	(8/02 – Present)
BRONNER GROUP, LLC	<i>Lead Web Designer</i>	Chicago, IL	(8/00 – 4/05)
MAGNITUDE NETWORK	<i>Designer/Consultant</i>	Chicago, IL	(6/98 – 8/00)
NOLAN RECRUITMENT ADVERTISING	<i>Account Coordinator</i>	Chicago, IL	(3/97 – 4/98)

EXPERTISE

Information Architecture

- Requirements Gathering
- Business Processes Analysis

User Research

- Stakeholder Interviews
- User Interviews

Visual Design

- Art Direction
- Image Creation

- Site Maps
- User Scenarios
- Process Flows
- Wireframes
- Copy Writing
- Content Inventory

Project Management

- Manage and lead Website design process
- Estimate and complete projects on time and within budget
- Keep clients, stakeholders and team happy
- Communicate and collaborate with clients, team, and management

- Contextual Interviews
- Online Surveys
- Competitive Analysis
- Heuristic Evaluations
- Usability Testing
- Prototyping

Technical

- Code W3C compliant, standard's based, semantic HTML & CSS reusable markup
- Manipulate basic DHTML & JavaScript
- Build page templates
- Utilize source control
- Accessibility Testing

- Concept Development & Communication
- Accessibility Design
- Image Compression

EDUCATION

DePaul University Institute for Professional Development Chicago, IL (9/99 – 11/99)

Completed with honors a 10-week intensive program covering Web design, page layout, site architecture, typography, color, imagery, HTML and DHTML and JavaScript

Zdnet.com Adobe Photoshop Class (7/99 – 8/99)

Indiana University Bloomington, IN (8/92 – 5/96)

Bachelor of Science, School of Health, Physical Education and Recreation; Journalism minor