

I work with agile teams to create products that are not only usable but also intuitive, insightful, and modern.

**UX Skills**    **October 2017 - Present**

Project leadership and guidance  
Interactive and brand strategy  
Competitive analysis and user modeling  
Wireframing and prototyping  
Interaction and visual design  
Front-end development

**UX Design Lead, Jaguar Land Rover**

The automotive industry—especially the technologies and experiences we expect inside the vehicle—is evolving quickly. Currently, I am leading a team at JLR to research, create, prototype, and test a new product for Jaguar and Land Rover vehicles. I am currently focused on mentoring and guiding the team to collaboratively design an intuitive and highly usable product that tests well, works well, and delights our customers.

**July 2017 - October 2017**

**Freelance UX Designer and Brand Strategist**

During summer 2017, I worked with several clients in the healthcare and nonprofit industries. On one project I am working with a product owner to develop wireframes, user workflows, and groom the backlog in preparation for design and development releases. On another, I am focusing on brand strategy to facilitate the foundation for an evolution of the brand from online into print.

**Preferred Methods**

Design Sprints  
Contextual Inquiries  
Persona Development  
Kano Model  
Affinity Mapping

**April 2017 – June 2017**

**Sabbatical**

A 3-month personal sabbatical to travel, refresh, and refocus.

**Tools**

Jira / Wrike  
Scrum / Kanban  
Adobe CC  
Sketch / UXPin / Framer  
Invision / Proto.io / XD  
Bootstrap  
Jekyll  
Git  
Sass / LESS  
GitLab / GitHub  
Drupal / Wordpress  
Angular / React  
Gulp / Grunt / Rake +  
Node.js

**November 2015 – April 2017**

**Director of Design Strategy, Squishymedia**

My aim? To create engaging and effective experiences for our clients and their users. As the Director of Design Strategy, I was responsible for the aesthetic and critical UX thinking for the work that went out of the agency. I have and will always advocate for strong human-centered design in all project stages. I most commonly contributed as an art director, lead UX designer, researcher, and front-end developer.

As part of the leadership team—alongside the Principal, Executive VP, and Director of Technology—I helped facilitate the kind of work we sought and help guide the UX narrative: this could include responding to RFPs, ironing out project scope with the client, overseeing design, developing interaction strategies, or functioning as the shop's internal product owner.

**Education**    **March 2012 – October 2015**

**Bachelor's of Graphic Design**  
College of Design  
North Carolina State University

**Art Director, Squishymedia**

As the chief liaison between clients and the UX team, I understood the client vision, the user needs, and negotiated both through the release schedule. I worked in concert with information architects, designers, engineers, project managers, and scrum masters to ensure these interactive solutions made for happy partners and delighted users.

**June 2010 – February 2012**

**Senior UX Designer and Front-end Developer, Squishymedia**

Hello, Drupal! I contracted with Squishymedia as a Drupal and Wordpress themer as well as a UX designer. We worked (hard!) with our government and nonprofit clients to familiarize them with wireframes and prototypes to help them understand complicated workflows. We pushed them outside their comfort zone (just a little) with beautifully crafted sites. We became their touchstone in UX. We were trusted. Open source was king. It felt good.

**June 2010 – December 2010**

**Designer & Flash Developer, CMD**

Flash was not totally dead. Not completely. While a CMD I worked with Intel and ASUS. Creative ideas for pitches? Sure! Clean design for selling beautiful laptops? Check! Smooth and polished Flash animations to help Intel stay at the top of their game? Definitely. This was a fun 6-month contract gig.

**February 2010 – May 2010**

**Sabbatical + Freelance**

A 4-month personal sabbatical in order to pursue goals that included freelance opportunities as well as mixed-media art experiments & travel.

**May 2008 – January 2010**

**Experience Designer, Waggener Edstrom Worldwide**

While an experience designer with WE Studio D—the digital design lab inside Waggener Edstrom—my primary responsibilities were to collaborate with account staff, project managers, designers, and developers in order to deliver consistent and quality interactive experiences. Harnessing the new social media outlets, aggregating their content into engaging experiences, and implementing them in a thoughtful, dynamic and creative way made my time at WaggEd particularly engaging.

**October 2005 – April 2008**

**Interactive Designer, ANXeBusiness**

We developed information (supply chain) management products for the automotive industry in the form of web apps. In my role as designer and front-end developer, I collaborated with the engineering team to develop and test user interfaces. As the primary designer, I facilitated the design process with internal leadership to develop strategies, including print, event design, and product branding. I gained familiarity with PHP, JavaScript & ActionScript 2 and developed strong experience with front-end development, web standards, browser compatibilities, brand strategies, and content management systems.