

I work with agile teams to help create products
that evolve usability, employ a lovely, modern aesthetic,
and are powered by empathy.

- Freelance** June 2017 – Present
Freelance Projects & Contract Work Currently, I am freelancing 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 and evolution of the brand from online into print.
- 3 Month Sabbatical** April 2017 – June 2017
Travel + personal projects. (Lots of tiling and grouting.)
- Squishymedia** November 2015 – April 2017
Director of Design Strategy 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, information architect, 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 down the track. This could include responding to RFPs, ironing out project scope with the client, or functioning as the shop's internal product owner.
- Squishymedia** March 2012 – October 2015
Art Director & Front-End Developer Clients are our partners; users are our clients. As the chief liaison between clients and other UX roles, I was tasked with understanding the client's vision, the user's needs, and negotiating it through the release schedule. I worked in concert with information architects, designers, developers, project managers, and scrum masters to ensure these interactive solutions made for happy partners and happy clients.
- Squishymedia** June 2010 – February 2012
Front-end Developer (contract) 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. I really loved the ethos and the work of this little agency.
- CMD** June 2010 – December 2010
Designer & Flash Developer (contract) Flash was not totally dead. Not completely. While at 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.

Freelance February 2010 – May 2010
Freelance Projects & Contract Work A 4-month personal sabbatical in order to pursue goals that included freelance opportunities as well as mixed-media art experiments & travel.

Waggener Edstrom May 2008 – January 2010
Experience Designer While an Experience Designer with WE Studio D—the digital design lab inside Waggener Edstrom Worldwide—my primary responsibilities were to collaborate with account staff, project managers, designers and developers in order to deliver consistent and quality interactive experiences. Projects encompassed a variety of deliverables from Silverlight micro-sites to extending online branding in a community-driven environment. Harnessing the new social media outlets, aggregating their content and experiences, and implementing them in a thoughtful, dynamic and creative way made my time at WaggEd particularly engaging.

MISG / ANXeBusiness October 2005 – April 2008
Interactive Designer My primary role was to collaborate with developers to design user interfaces for web applications from defining project scope and architecture to complete front-end. Lead the design process with division heads and senior staff to develop marketing strategies, including: online & print marketing, trade show & event design, style guides, corporate branding and product branding. Gained familiarity with PHP, JavaScript & ActionScript 2. Developed strong experience with web standards, browser compatibilities, UX, SEO/SEM and CMSs.