



Product Design and Rapid Prototyping
Design Leader

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Multi-disciplinary product designer, collaborator, and leader

14 years experience. Began in print and quickly transitioned to interactive design. Worked as a Flash-based, interactive designer and ActionScript developer before focusing on art direction and interface design. Lead a 7-person creative team producing interactive campaigns for Fortune 500 brands around the world. Created, launched, and managed an iOS music app. Designed information architecture flows, interactive prototypes, experiences, and interfaces for web, mobile, and TV applications for travel and tech.

Experience

Frequency for F Sharp

Freelance Product Designer

Remote

April 2018 - August 2018

- Designed official release product: Campaign management; notification system; ad-building tool; production request flow; script-writing and audio approval engines including comment interface
- Created information architecture details, concepts, and flows
- Standardized and formalized definitions of key concepts
- Wrote all UX copy
- Produced detailed spec documents and prototypes for dev team
- Represented F Sharp as Design Lead on client calls
- Tools: Sketch, Illustrator, InVision, Zeplin, Keynote, Acrobat, Slack, Jira, Confluence

Verso Creative

Freelance UX & UI Designer

Santa Monica, CA

January 2016 - April 2018

- Created UX and UI for all-new online booking engine for Viking Cruises, a \$1B+ cruise line
- Collaborated with strategy, marketing, and development teams to create UX and UI implementations for responsive web, mobile, and interactive TV applications
- Prototyped experiences for internal and client review
- Created Viking Cruises 2020 Vision Deck for two major product roll-outs (referred to by Verso's founder as, "one of the best decks we've ever created")
- Tools: Sketch, Photoshop, Axure, Illustrator, Principle, InVision, Keynote, Acrobat, Slack, Asana

Zero Systems

Freelance Product Designer

Remote

May 2017 - March 2018

- Designed UX and UI for enterprise-level, web-based, workload security software
- Tools: Sketch, Illustrator, InVision, Acrobat, Slack, Jira, Confluence

Stationdose

Founder

Santa Monica, CA

April 2015 - November 2017

- Collaborated with partner—a full-stack developer—to create iOS, location-based music app and CMS
- Created business plan, revenue model and investor deck
- Designed experience and interface
- Conducted user tests
- Assisted partner editing Ruby on Rails, Json, HTML and CSS
- Designed and developed responsive marketing site stationdose.com using Twitter Bootstrap
- Curated music libraries and daily playlists
- Tools: Sketch, Illustrator, InVision, Pixate, HTML/CSS, Twitter Bootstrap, X Code, Ruby on Rails, Json, Terminal, Keynote, Acrobat, Slack, GitHub, Trello, Pen and paper, Mad-good musical taste



F Sharp

Design Director

New York City, NY
April 2013 – December 2014

- Lead creative team of 7, including 5 overseas designers, in delivering hundreds of RFPs. Deployed hundreds of campaigns for FORTUNE 500 brands in the US, Europe, and Asia/Pacific regions, including:
Automotive: BMW, Chevy, Ford; *Entertainment:* Universal Pictures, Sony Pictures, Disney; *QSR:* McDonald's, Wendy's; *Retail:* Target, Best Buy, Nike, Adidas; *Beverage:* Anheuser-Busch, Absolut, Coca-Cola; *Tech:* Microsoft, Google, Sony, Samsung, HP; *Telecom:* Vodafone, AT&T, Verizon; *Hospitality:* Starwood Hotels, Marriott; *Financial:* Chase, CitiBank, Capital One
- Created campaign concepts for dozens of top brands
- Directed creative for digital campaigns and audio spots including Rdio's in-house spots to rave user reviews
- Collaborated with cross-functional team consisting of CTO, Head of UX, Head of Production, UX and UI designers to develop and launch ad products on a self-service platform
- Established work aids and refined processes, documented on the company's internal wiki
- Tools: Photoshop, Illustrator, Keynote, Acrobat, Slack, Jira, Confluence

F Sharp

Freelance Art Director

New York City, NY
June 2012 - April 2013

- Conceived and designed interactive campaigns for FORTUNE 500 brands including Adidas, Absolut, Ford and BMW
- Created concepts for dozens of top brands in categories listed above
- Role lead to being hired full-time as Design Director
- Tools: As above

Bluefin Labs

Freelance Art Director

Remote
June 2011 – March 2013

- Created infographics for social-tv data analysis company used in content marketing campaigns for AdAge.com
- Finished work in March 2013 when the company was acquired by Twitter
- Tools: Photoshop, Illustrator, Acrobat, Email

Various Clients

Freelance Interactive and Digital Designer

New York City, NY
July 2008 - April 2013

- Designed and prototyped full-screen, interactive ads
- Developed Flash-based websites and microsities
- Tools: Illustrator, Flash, ActionScript, Acrobat, HTML

Awards

2009 HSMIA Adrian Awards Competition

Silver Medal - Recognizing Excellence in Travel Marketing

December 2009

- Designed and developed interactive map and gallery microsite for The Cayman Islands promoting destination weddings

Media Industry Newsletter (min)

Best of Web 2008 Winner: Best Marketing Campaign

November 2008

- Designed, Flash-based, Space Invaders-style game, including accompanying collateral for thenest.com

Education

Art Institute of Colorado

Bachelor of Arts, Graphic Design

Denver, CO
June 2001 – March 2004

- Graduated with Honors