

UX Design Leader

I am a design leader with over 13 years of experience that is passionately learning and improving what makes a great customer experience. My expertise includes a strong foundation in web technology, visual design skills that leverage design thinking, and the adoption and championing of best practices. I am passionate about designing solutions to complex business problems. My colleagues often look to me for answers, describing me as one who welcomes challenges and overcomes adversity. My goal is to mobilize a team of designers to innovate and expand by empowering them to create human-centered, responsible designs.

Employment

Peapod Digital Labs | Ahold Delhaize
Chicago, IL • Nov 2019–Current

Sr. Experience Design Manager

- Managing a team of designers, ux researchers, and ux writers to design and innovate ecommerce mobile apps and websites for the second largest grocer in the US
- Leading the design and integration of a marketplace increasing from 30k skus to over 80k by expanding the depth and breadth of products available to customers through our websites and apps
- Implementing a voice of the customer program from inception to create a baseline for success by making customer feedback tangible and actionable for the product team
- Guiding business strategy as a key leader of the product organization from daily standups to quarterly roadmap meetings by leveraging design thinking and data-driven decisions

Vivid Seats
Chicago, IL • Aug 2013–Mar 2019

Lead User Experience Designer

Feb 2015–Mar 2019

- Led all UX design initiatives as a manager on the product team growing our ecommerce platform from 300M in revenue to over 3B by rapidly iterating and making data-inspired improvements
- Built and managed a team of UX designers, front-end engineers, and graphic designers in a lean, agile environment to deliver across all internal and customer facing products
- Designed and tested scores of product features and multivariate tests that increased conversion through direct collaboration and leadership across broad stakeholder groups including executives, product owners, and engineering managers

- Championed the adoption of UX best practices such as user testing, design systems, rapid prototyping, journey mapping, competitive research, and living style guides

Sr. Front-end Engineer

Aug 2013–Feb 2015

- Partnered with stakeholders to design and develop the first responsive redesign of vividseats.com
- Worked one on one with co-founder to design first mobile app for iOS and Android
- Designed and developed industry-first sales app [SkyBox](#) adopted by thousands of ticket brokers used for selling millions of tickets per year
- Created visual designs, ux flows and prototypes for all products spanning desktop, mobile, and app

Vertex Software

Austin, TX • Feb 2010–Apr 2013

Director of Web Development

- Managed full stack team of designers, front-end developers, and back-end developers to create dozens of high-traffic websites in Austin and abroad
- Spearheaded adoption of new principles such as responsive design, mobile first, adaptive design, and agile development
- Collaborated with clients to determine business goals and develop strategies for launching their websites with measurable results

Doxia Web Design

Elkhart, IN • Sep 2008–Dec 2009

Web Designer

- Designed and developed websites for small to medium sized businesses either hand-coded or utilizing CMS WordPress
- Consulted with prospective and existing clients to formalize project goals and propose future developments across a diverse range of industries

Experience

Delivery

- UX research
- Rapid prototyping
- Mobile first design
- Design systems
- Design sprints
- Living style guides

Tech

- HTML / CSS
- JavaScript
- Git
- Bootstrap / Material Design Components
- WordPress / WooCommerce
- Shopify

Tools

- Sketch / Adobe XD
- InVision
- Photoshop
- Illustrator
- Jira
- Optimizely
- Google Analytics

Education

- BFA, Photography
Indiana University Bloomington, IN • May 2006
- BA, Art History
Indiana University Bloomington, IN • May 2006

Interests

I love travel (30 countries and counting), photography, writing, film, piano, ping pong, coffee roasting, beer, disc golf, yoga, hiking, gaming, running (2009 Chicago marathon and 2016 Chicago triathlon), cycling, and all things technology.

Contact

Currently in Chicago, IL

- [Portfolio](#)
- [Email](#)
- [LinkedIn](#)
- [Instagram](#)