**Summary**

Passionate Design Director with over 20 years of experience in user-centered design, driving business growth through high-quality, impactful designs. Adept at leading cross-functional teams and implementing strategic planning, design thinking, and user research. Committed to delivering exceptional design solutions that meet both user needs and business objectives, consistently exceeding expectations.

**Skills**

**Management:** Proposal Development, Solution Development, Workflow Development, Cross-Functional Collaboration, Product Development

**Design:** Design Analysis, Implementation, Verification, User Needs Interpretation, Design Systems, UI Frameworks, Transactional Workflows, Data Visualization, Search Patterns, Information Architecture, User Experience Design, User Interface Design, Creative Direction, Visual Design

**Process:** Lean UX, Kanban, JIRA, Agile/Scrum/Waterfall, Project Management

**Research:** Contextual Inquiry, Usability Testing, Persona Development, Design Thinking, Digital A/B Testing, Stakeholder Interviews, Heuristic Evaluations, Competitive Analysis, Analytics Review, Surveys

**Measurements:** IBM Cognos Analytics, IBM Watson Analytics

**Tools:** Adobe CS, Adobe XD, Overflow, Sketch, Figma, Axure, InVision Studio, Flinto, InVision, xCode, PaintCode, GitHub, Dundas BI, IBM Watson AI

**Work Experience**

**Head of Design and Development  
Virtualbrands Group Inc. - New York, NY** | October 2021 - Present

* Manage a growing team in all areas of design work, from leading the creative direction for mobile and web applications to specifying details of standards
* Participate in the conceptualization, implementation, and production of designs for all standards and team projects; ensure all design assets and deliverables are organized, comprehensive, adhere to standards, and of high quality
* Coordinate and guide all design work across multiple projects, including setting priorities, allocating work across resources, reviewing project work, and ensuring consistency across deliverables and with standards; review status and priorities regularly with clients.
* Track details of all projects and coordinate design interdependencies across projects and standards; identify necessary revisions to applications and standards based on discovery of new requirements
* Participate on cross-functional project teams (Product, Engineering, Interaction Design, Front End Development) in brainstorming sessions for concept ideation; help uncover requirements to guide design decisions; help guide product decisions by contributing expertise in graphic design and core design principles
* Envision applicable ways to utilize emerging trends and technologies in FactSet’s product offerings, particularly with regard to data visualization and how they specifically relate to financial clients and workflows
* Recruit, mentor and manage high performance design talent

**Principal, User Experience Designer  
Lockheed Martin - New York, NY** | August 2021 – March 2023

* Revamped e-commerce experience for Sikorsky/RMS360, optimizing aircraft parts ordering process.
* Improved purchase flow and enhanced overall customer journey using user-centered design methodology.
* Tackled customer support issues and implemented cross-selling and upselling strategies.
* Championed design excellence, aligning strategy with user-centered principles.
* Established design systems, frameworks, and guidelines to ensure consistency and quality.
* Streamlined operations and increased efficiency through improved design processes and workflows.

**Principal, User Experience Designer  
IBM Corporation - Armonk, NY** | October 2011 – July 2021

* Led digital transformation using a human-centered design approach to create seamless user experiences.
* Gain knowledge of IBM clients, products, and corporate goals in order to contribute meaningfully to product designs.
* Collaborated with product and technology stakeholders, championing inclusive design practices.
* Gathered UX requirements to guide critical product and operational initiatives.

**Key achievements:**

* Led Agile development of Target Revenue Portal and Mobile workflow solution, generating 6,000 leads and over $120 million in revenue.
* Filed a patent for "Cognitive Briefcase" (US 16/373318).
* Expanded gamification of IBM's learning platform, engaging 400,000 players in 11 languages.
* Launched "Ask Me Anything" series with CEO Ginni Rometty, increasing employee engagement by 67%.
* Created "The Ring" CMS platform for North American sellers, used by over 20,000 users.
* Developed "ISAP" application for IBM client leaders' strategic planning.
* Designed award-winning "Rep Locator" mobile app, recognized at the 2019 Stevie Awards.
* Integrated data into "Client Success Dashboard" for executive decision-making.
* Automated IBM Logo Request Tool, reducing approval time from days to hours.
* Led Cisco Business Transformation Initiative, enhancing client interactions.

**Design Director  
Virtualbrands Interactive - New York, NY** | October 2007 - October 2011

* Drive future vision, support product initiatives and lead research/design explorations panning display, video and native ad exchange ecosystems.
* Partner with product, engineering and sales management teams to define strategic and tactical priorities against corporate goals and resources
* Strategize plan for design continuity among disparate products
* Work closely with engineering teams to understand capabilities and constraints of technology stacks that affect UX

**Partner - Managing Director, Head of Product Development  
Connect II Meet, Inc. - Cambridge, MA** | January 2005 – February 2007

* Founded and managed a consulting firm offering strategic planning, product design, user needs assessment, UI design, usability evaluation, and e-communications services.
* Oversaw corporate governance, operations, business development, sales, marketing, and design.
* Led and mentored teams through the entire design process, fostering innovation and creative thinking to ensure alignment with product strategy.
* Developed a web-based video conferencing application (C2M) for interactive communication and presentations over public or private networks.

**Managing Director, Head of Product Development  
GPI, Inc. - New York, NY** | August 2003 – January 2005

* Built and led a User Experience team, creating a vision for UX design and growing a large in-house creative team to replace outsourced agencies. Managed and mentored a team of 60+ across Vancouver, Washington, and New York City.
* Developed relationships with creative advertising agencies, crafted strategic briefs, created project schedules, and managed creative projects from inception to completion, fulfilling internal marketing requests.
* Conceived, developed, and launched an enterprise CRM web application for Papa Murphy's franchise, integrating marketing, design, print production, and logistics. The platform saved over a million dollars annually by eliminating operational cost over runs.

**Managing Director  
Bayerische Hypo und Vereins Bank - New York, NY** | January 2000 – February 2003

* Directed UX design and branding for hvbmarkets.com, an online FX trading platform, coordinating efforts with product marketing and engineering to expand HVB's offerings.
* Developed web-based solutions, including a global video conferencing system for confidential financial reporting to the bank's treasury.
* Collaborated with marketing and engineering to implement agile processes for gathering qualitative and quantitative product usage data.
* Worked closely with CIO teams to define and drive technology solutions for business challenges.
* Provided research, strategic planning, and marketing direction for hvbmarkets.com, enhancing creative and brand marketing.
* Increased digital transactions from 18% to 50%, resulting in significant cost savings and higher trial subscription conversions.
* Outsourced web solutions, including a global video conferencing system for sharing confidential financial results in the intranet.

**Education**

**Bachelor of Arts in Information Design**   
Middlesex University / Hornsey School of Art / England, UK  
BA Honors Degree combining graphic design, typography, and information design.

**Associate Degree in Graphic Design** Newham College of Technology / England, UK  
Solid foundation in graphic design principles and typography.