

Versatile Creative Director and Senior Designer with 15+ years of experience designing and developing award-winning products and communications. Hands-on, collaborative, passionate team-player who combines technical knowledge with impeccable design sensibility, strong user-centered design process-driven approach, and a commitment to achieving smart, usable, and beautiful products that not only fulfill strategic objectives and business goals, but delight users.

EXPERIENCE

LEAD DESIGNER, VICE PRESIDENT

Goldman Sachs / May 2018 - Present / New York, NY

Lead designer for complex financial [enterprise design system](#). Developed current design system from a nascent to a mature, code-connected product with a focus on design detail, usability, accessibility, and optimization for scale. Responsible for designing foundations, components, patterns, layouts, and maintaining deep Figma libraries and kits, along with documentation, process, and advocacy that ensure correct usage and consistency of application across the firm. Developed governance, communication, and support systems to meet the needs of our users and foster collaboration with key stakeholders to identify new design opportunities that create commercial value.

USER EXPERIENCE DESIGN LEAD, VICE PRESIDENT

J.P. Morgan Chase / July 2017 - May 2018 / New York, NY

UX design execution in a fast-paced environment alongside product and engineering teams to deliver new experiences through effective artifacts (from Customer Journeys & Ecosystem Maps to Participatory Design Prototypes & Wireframes for responsive web and mobile applications). Demanded a balanced understanding of strategy, research, interaction and visual design; the ability to synthesize complex, interdependent, and sometimes competing needs; and effective communication of design solutions across roles and levels.

SENIOR DESIGNER, VICE PRESIDENT

IHS Markit / May 2016 - July 2017 / New York, NY

Senior designer for large institutional clients within the financial industry. Responsible for client communications, project planning, leading a team of designers, and design execution to create complex, interactive financial products. Work included adaptive web UX and visual design, mobile application UX and UI design, and the creation of componentized design systems within an Agile environment.

SENIOR DESIGNER

Starz Entertainment / November 2015 - May 2016 (6 month project contract) / Denver, CO

Redesigned STARZ.com to combine multiple networks and align all channels with the launch of a new brand. Worked closely with key business stakeholders and developers throughout design, development, QA, and launch phases of the project. Designed a set of responsive site templates, email templates, over 200 visual comps, and a UI Kit of site-wide elements and components for modular development.

SENIOR ART DIRECTOR

Deloitte Digital / September 2015 - November 2015 (3 month project contract) / Denver, CO

UI design execution for state-wide mobile healthcare application for Android and iOS phone and tablet. Worked with UX team to design a complex, transactional, state-wide health plan marketplace that was hailed as the most successful of all the state-based Affordable Care Act Programs.

DIGITAL DIRECTOR, SENIOR VICE PRESIDENT

New York City Economic Development Corporation / 2008 - July 2015 / New York, NY

Led NYCEDC's interactive team which planned, designed, developed, and maintained strategic online marketing communications and tools. This included marketing initiatives and campaigns, email marketing, and the strategy, UX, design, development, content development, on-going maintenance, and analytics reporting for our 3000+ page award-winning site, NYCEDC.com, eight microsites, and a company-wide Intranet.

SENIOR DIGITAL PRODUCER, VICE PRESIDENT

New York City Economic Development Corporation / 2006 - 2008 / New York, NY

Executed the UX, visual design, and front-end development for websites, email newsletters, and online advertising. Responsible for UX upgrades, training and oversight of CMS system, and the institution of company-wide UX design standards for internal and external online communications and tools. Designed the logo for NYCEDC's brand evolution.

ART DIRECTOR

Freelance Consultant / 2001 - 2006 / New York, NY

Led the art direction, UX, branding, design execution, and front-end development for websites and print products for various clients, including Cisco, Reuters, Johns Hopkins University, AvantGo, Sun Microsystems, Comcast, and Time, Inc.

SENIOR ART DIRECTOR

Tendo Communications Agency / 2000 - 2001 / San Francisco, CA

Responsible for managing and executing all aspects of website UX and design, including discovery, information architecture, wireframes, PSDs of all templates, and artwork for multiple client accounts across various industries. Worked closely with developers to ensure pixel-perfect front-end development and optimal back-end functionality.

ART DIRECTOR

Bloomberg L.P. / 1997 - 1999 / New York, NY

Managed design team responsible for the global redesign of Bloomberg.com and the ongoing creation of new site areas, syndicate sites, and real-time interactive products such as a portfolio tracker and an interactive television product.

PREVIOUS EXPERIENCE INCLUDES

Worked as Senior Graphic Artist for Bloomberg Television, Production Artist for Scholastic Corporation, and produced, shot (both studio and environmental), and retouched photographs for various clients, including Sun Microsystems, Baltimore Waldorf School, Mt. Carmel-Holy Rosary School, Handwriting Without Tears, Shopfoxy.com, The Devil Wears Prada (20th Century Fox), Houpla Studio, and NYCEDC.

EDUCATION

University of California, Santa Cruz, BA, 1993. Graduated with College Honors.

Post-college courses of study: Front-End Web Development at General Assembly, Mobile Design with HTML5 and CSS3 at NYU, Google Analytics 101 and 201 at LunaMetrics, CMS Essentials and HTML/CSS Web Development at NYU, Editorial and Intermediate Design at SVA, Advanced Typography at UCLA, Intro to Java at Baruch College, Design and 3D animation software applications at SVA.

SKILLS

Creative/Art Direction, Visual/User Interface/User Experience Design, Atomic Design Systems, Mobile and Mobile-Responsive Design, Information Architecture, Requirements Gathering/Documentation, Digital Strategy, Content Strategy, Content Management Systems, User-Centered Process-Driven Project Management, Basic HTML/CSS, Google Analytics, Branding, Photography, Basic Video/Audio Editing and Animation, Familiarity with Front-End Frameworks, HIG, and Material Design.

SOFTWARE

Figma, Adobe Creative Suite, Sketch, Invision, various wireframing, prototyping, and project management software/tools, including JIRA and Confluence. CMS experience: AEM, Drupal, WordPress, MCMS, and Microsoft SharePoint.

ACCOMPLISHMENTS

HFI-Certified Usability Analyst, Webby Awards Nominee and Honoree, recipient of GDUSA American Web Design Awards, W3 Awards, fDI Magazine Digital Marketing Award, Interactive Media Award, Communicator Award, Web Awards, Horizon Interactive Awards, and Ozzie Award. Published and exhibited photography and taught photography at Harvey Milk High School.