

## Objective

To lead your business through the utilization of user-centered design and innovation strategy to facilitate the planning and implementation of high quality customer experiences.

## Experience

2007 — Present: Manager, Design and Innovation Strategy, Sapient, Chicago, IL

Responsible for building relationships and delivering innovative solutions to complex business problems with our clients by leveraging ethnographic research, design and business strategy. International consulting experience across the financial services, entertainment and telecommunications industries. Clients include Citadel, Merrill Lynch and Vodafone.

2006 — 2007: Design Strategist, IIT Institute of Design, Chicago, IL

Responsible for various professional services while attending the Institute of Design.

- Bose Research - Served as project lead for five month ethnographic research project for executive leadership at Bose Corporation.
- Institute of Design Websites - Enhanced both internet and intranet experiences for the school including the launch of a full redesign of [www.id.iit.edu](http://www.id.iit.edu).

2003 — 2006: Manager, Product Design and Usability, User Experience Design group, Sprint, Overland Park, KS

Responsible for the design and usability of user experiences in the wireless space. Led and managed teams in design for:

- Online Shopping Experience - Led the integration of legacy Sprint and Nextel shopping experiences and ecommerce systems.
- Sprint PCS Bill - Led 11 month redesign to bring clarity to the leading driver of customer confusion for Sprint. Reduced billing related calls to customer service by 30%.
- Online account management - Created new design for site providing customer account setup and activity status and bill payment functionality. System serves 48 million customers.
- Mobile Search - Specified new design for searching the wireless web on mobile phones. Increased download sales by over 25%.
- Picture Mail - Defined second generation of picture messaging user experience, introducing carrier interoperability and making it more like email, added key features including printing. Increased usage from 100 to 400 million messages shared in one year period.

2000 — 2007: Instructor and Advisory Council Member, Multimedia Certificate Program, Kansas City Art Institute, Kansas City, MO

- Taught web design in the Multimedia Certificate Program. Courses are targeted towards working professionals with a desire to learn new skills, and with all ranges of computer experience.
- Primary aspects of the course included: conceptual differences between print and web, structuring content and building with HTML, simple lessons in creating graphics.
- Primary goals of the council are to further the advancement of the program and evolve it along the changing design marketplace.

2001 — 2003: Manager, Design Standards and Sprint.com, Corporate Brand Management, Sprint, Overland Park, KS

- Defined the brand identity and design standards for all Sprint online properties, and actively led a cross-organizational design team to collaboratively evolve the Sprint customer experience.
- Provided counsel on the design of all types of sites, from corporate information and marketing sites to bill payment applications and customer portals.
- Responsible for all production grade technical development and support, an enterprise level information architecture strategy based on usability research and business needs, decision making on hardware and software technology, and creative direction.

1999 — 2001: Information Technology Consultant, Black and Veatch, Inc., Overland Park, KS

Black and Veatch provides engineering and information technology consultation services. Responsibilities included:

- Information Architecture for the planning and development of complex web-based projects, including the planning of site navigation, user interface design, and database structures.
- Business Analysis to build client relationships, gather requirements, provide cost analysis and specify project strategies.
- Clients included: Duncan Worldwide, Hallmark, Merck, Safety Today, Tnemec.

## Education

2007: Master of Design Methods, IIT Institute of Design, Chicago, IL

2004: MBA Essentials Certificate, University of Kansas, Overland Park, KS

1999: Bachelors in Fine Arts, Kansas City Art Institute, Kansas City, MO

Double Major in Information Design and Photography/New Media

## Affiliations

2006 — Present: Member, Design Management Institute (DMI)

2003 — Present: Member, Association for Computing Machinery (ACM)