

RECENT PROFESSIONAL EXPERIENCE

UX-AD – Hawthorne, CA

OWNER AND PRINCIPAL CONSULTANT, August 2018 – Present

Independent product design consulting service with emphasis on user and competitive research, product management, and UI / UX design and engineering. Help companies understand their target audience and align product features and resources accordingly. Specialization in B2B and B2C applications.

APEX CLEARING – Portland, OR

DIRECTOR, PRODUCT DESIGN, August 2019 - June 2022

Led a 20-person team comprised of UI / UX Designers, Front End Developers (React/Typescript), and Technical Content Writers. This team is responsible for delivering enterprise and customer-facing financial technology (fintech) products that are integrated with transactional backend services and APIs. Responsible for creating roadmaps, working with product organization to plan and prioritize development of UIs, as well as direct the visual appearance and front-end architecture of all products. Emphasis on reusable architecture, design systems, and pattern-based approaches. Agile / SCRUM management as well as personnel growth and development, hiring, promotion, and compensation management. CI/CD oversight and production deployment management.

SPACE EXPLORATION TECHNOLOGIES (SPACEX) - Hawthorne, CA

PRODUCT DESIGN MANAGER, October 2015 - July 2018

SENIOR USER EXPERIENCE ARCHITECT, August 2013 - September 2015

Managed, mentored, and led team of researchers, designers, and front-end developers with oversight of user research & testing, core ERP system functionality, and UI / UX / Visual design for enterprise across multiple platforms for both SpaceX and Tesla. Applied user research and observations to improve productivity and safety of employees.

- Introduced user-centered design process and research methods to Enterprise Information Services division, built a team, and supervised its integration into existing discovery, PRD, and development processes
- Created, documented, and implemented a Product Design System which continues to ensure consistency across all (150+) internal enterprise / HR applications and accelerate product delivery times
- Worked to significantly improve product deliverable quality and support continuous integration with reusable elements, directives, and components; developed Agile UX process to align with development process
- Responsible for overall internal creative direction, and provided marketing, intranet, and operational designs used for visitor processing, signs, placards, badges, and labels
- Enhanced the core ERP system as Product Manager for User Dashboards and Widgets, which made it easier for teams to quickly deploy helpful, centralized features via API without needing to release major application enhancements
- Oversaw data performance and interaction improvements to master To Do List, which reduced company-wide work item generation jobs from 9 hours to 6 minutes, reduced individual refresh times by 300%, and created a more visual approach to prioritizing work
- Led R&D for custom-designed mobile / wearable manufacturing UI with 3D-printed, wrist-mounted hardware for iPhones - deployed company-wide in less than 3 months from initial solution design; produced significant and measurable improvements in technician efficiency and reduction in time spent on non-value added activities.

WALT DISNEY PARKS AND RESORTS ONLINE (WDPRO) - Glendale, CA
LEAD INFORMATION ARCHITECT (CONTRACTOR), April 2013 - August 2013

Successfully improved cart abandonment metrics and purchase conversion rates by creating a trip package selection tool that did not rely on using the shopping cart for that purpose; worked with data from customer insights team to recommend and design a trip comparison tool that better supported consumer shopping patterns while providing more accurate data on actual cart abandonment issues.

- Significantly accelerated the creation, review, and approval process of UI designs by upgrading entire department's low fidelity wireframes to production-quality, pixel-accurate drawings for stakeholder and developer review, reducing dependencies on visual design team and "red-lining" process.
- Provided oversight and mentoring for junior UX designers in the production process for DisneyWorld.com and DisneyAulani.com, including detailed navigation flows, site maps, wire frames and interface design/functional specifications
- Performed design thinking and storytelling exercises with team members, developers, and stakeholders

CINEDIGM DIGITAL CINEMA CORPORATION - Woodland Hills, CA
SENIOR USER EXPERIENCE ARCHITECT, January 2012 - April 2013

Revitalized stagnating image and platform, improving competitive advantage by evolving and improving the overall UX/UI design for all new and existing theatrical distribution, financial, and CMS/LMS products, including web, mobile, and desktop enterprise applications and company website. Heavy emphasis on data visualization and data-based decision-making.

- Created and designed all standardized interactions, color, typography, graphic design, markup, and all other visual/interactive aspects of the user experience; worked closely with development team and hired / supervised contractors
- Provided guidance and direction to the New Product Introduction (NPI) team with a deep understanding of the current market gained through on-site interviews with stakeholders, executives, and subject matter experts

EDUCATION

B.A. Psychology (Minor in Sociology), University of California, San Diego (1994)

DESIGN SKILLS

Adobe Photoshop, Illustrator, InDesign, Affinity Designer, Axure RP, Branding, Typography, Graphic Design

TECHNICAL SKILLS

Microsoft Office, Google Productivity Suite, JIRA, Confluence, Front-end Development, Agile / SCRUM

PLATFORMS / INTERACTIONS

Desktop, Web, Mobile, Kiosk, Interactive TV, Automotive

MARKET EXPERIENCE

Manufacturing, Enterprise Resource Planning (ERP), Financial (Fintech), Automotive, Healthcare, Employment, Entertainment, eCommerce, Retail, and Travel

INTERESTS

Music Composing & Production, Automotive Maintenance and Repair, OHV, Outdoors / Nature

UPDATED 10/2022