

User Experience Lead combines usability, creativity and Lean UX practices to create successful Web and mobile experiences.

10 years of success optimizing user engagement in consulting and client-side environments.

UX COMPETENCIES & TOOLS

- **Discovery:** User Research, Usability & A/B Testing, Personas, Requirements Gathering
- **Design:** UX Strategy, Information Architecture Interaction Design, Content Strategy
- **Prototyping Tools:** Omnigraffle, InDesign, Photoshop, Axure, HTML, XHTML
- **Process:** Lean UX, Agile, Mentoring UX Junior Designers
- **Other Interests:** Motion Graphics, Gestural Interfaces, Augmented Reality, Storytelling

RECENT PROFESSIONAL EXPERIENCE

Senior Manager User Experience | Hubzu.com | Luxembourg
November 2012 ⇒ Present

Founded and currently manage Hubzu.com, the company's U.S. real estate auction site's first designated UX team, building an A-caliber group of UX and visual designers. Charged with improving UX through quantitative/qualitative research and design.

- **Established UX design** as the first stage for Web and mobile developments, instituting a user-centered design (UCD) approach.
- **Reduced page-abandonment rate** by 19% in the first 2 months after launch. Overhauled site with a responsive design, and improved functionality, design and navigation based on research and analytics.
- **Increased visit-to-buy ratios:** Bids increased 84% with a 100% increase on mobile and 56% on tablet. Conversion increased 6% on desktop 9% on mobile and 4% on tablets with the first 2 months of launch.

Lead User Experience Designer | Mobients, Inc. | New York City
February 2011 ⇒ October 2012

Co-managed the redesign for the Bloomberg 'Anywhere' iPhone/iPad apps with 350,000 professional subscribers worldwide. Utilized a mobile-focused approach to UX design, content strategy, and user testing. Facilitated collaboration sessions and workshops with client, users and the design team.

- **Led** the UX redesign for the News, Markets, and Monitors tracks ensuring design standards and quality.

Volunteer UX Lead | UX Test Kitchen (non-profit interactive agency) | New York City
May 2008 ⇒ August 2010

Lead UX Architect | Razorfish – Publicis Group Worldwide | Atlanta
July 2004 ⇒ February 2011

Spearheaded UX and IA design solutions for complex Fortune 500 B2B and B2C projects including web site and mobile design. Client experience including but not limited to: State Farm, AT&T, Amway Global, Belk Stores and Citrix.

- **New Launch:** Delivered one of the most visited 2008 Olympics' news micro-sites syndicated in 15 Latin American markets.
- **Participated in successful client pitches** for AT&T, Burt's Bees and Home Depot.
- Injected user-experience design into dozens of Web properties for major ecommerce engagements with efforts cited as instrumental to customer increases.

EARLY CAREER/RELATED EXPERIENCE

Senior Information Architect | EzGov-ChoicePoint (now Lexis-Nexus) | Atlanta
July 2001 ⇒ July 2004

Drove the design for E-government Web applications including U.K. Dept. of Inland Revenue, U.S Immigration and various citizen-facing agencies.

- **New Launch Success:** Credited with key role in driving one million successful online filing transactions in first year for new online tax filing system in the United Kingdom.

Information Architect | IBM Center for E-Innovation | Atlanta
May 2000 ⇒ August 2000

EDUCATION

M.S., Digital Media | Georgia Institute of Technology | Atlanta
B.A., Interior Design | Florida State University | Tallahassee

AWARDS

Grand Prize Award at the 2012 User Experience Awards organized by Oxford Technologies in NYC for the professional Bloomberg Anywhere App

PROFESSIONAL AFFILIATIONS | PUBLICATIONS | PRESENTATIONS

Current Member: NYC/ATL Usability Professionals Association, CHI-Atlanta

Panel: JD Power Roundtable: *The Intersection of Social, Local, and Mobile Technologies in Automotive Marketing*, October 2012

Headline Story: *Why Luxury Brands Are Dominating SOLOMO*, iMediaConnection.com, 2012