



## Product + Design + Creative Veteran

I'm a communication and vision facilitator within product and creative teams, focusing the collective mission around user-centered design. **My key strength; I excel at building healthy relationships and a culture of meaningfulness.**

13 years (2,000 projects) in the digital/interactive realm; encompassing product, user experience, UI & IxD, online advertising, branding, copywriting, media production, startups, higher education, and entertainment.

### FULL STACK DIGITAL CREATIVE

Interactive Media	13 years	Branding & Copywriting	6 years
User Experience	6 years	Digital Advertising	3 years
Product Development	6 years	UI Design & IxD	11 years

#### Senior Product Manager (Automations) *ActiveCampaign* Chicago, April 2017 - current

Product design and management of a leading SaaS web app platform for marketing automation. User-centered design practices and design thinking unifying customer desire with product strategy.

#### Full Stack UX Designer *Shiftgig* Chicago, Jan 2016 - March 2017

Full stack UX (Research, Strategy, Design, Prototyping) for a 2-sided hourly labor marketplace. Ongoing iterative design of 2 iOS and 2 Android mobile apps + 1 desktop web app + 1 SaaS app.

#### UI / IxD / UX Designer *DESIGNATION* Chicago, May 2015 - Nov 2015

Professional development at the nation's eminent full stack UX / UI design bootcamp. Immersion and client projects in design thinking, mobile design, user research, and digital branding.

#### Digital Brand Advertising Specialist *Univ. of North Texas* Denton, July 2013 - June 2015

Management of search engine, web, and print advertising for the nation's 24th largest university. Copywriting, analysis/testing, reporting for award-winning Facebook, Google, online, and video ads.

#### Founding Partner / Director of UX *Mobile MUM Inc.* Dallas, Jan 2011 - June 2013

UX direction and product development for children's entertainment mobile video platform. Product / UX ownership of major brand streaming video content (*Lazytown, Cat In The Hat, and more*).

#### Production Director *Vision Wise, Inc.* Dallas, May 2006 - Dec 2012

Managed creative production for global entertainment A-list DVD titles and interactive games. Clients included: Lionsgate, Jim Henson Co, HIT Entertainment, NCircle, Cookie Jar, DIC, Funimation.

### EDUCATION

**DESIGNATION, Digital Design Bootcamp**  
May 2015 - Sept 2015

**Universidad Veracruzana, Spanish language study**  
Jan 2002 - March 2002

**University of North Texas, B.S. in Behavior Analysis**  
Jan 1997 - May 2001 (*Magna Cum Laude, 3.83 GPA*)

**Ali Akbar College of Music, Hindustani music study**  
Jan 1999 - June 1999

### HONORS

Hermes Gold 2015, print ad  
MarCom Platinum 2014, video ad  
MarCom Platinum 2014, print ad  
Hermes Gold 2014, newspaper ad series  
Rahr Football Club, Board of Directors 2011 - 2014  
Vision Wise, Board of Directors 2008 - 2012  
Ronald E. McNair Federal Research Scholar  
UNT Rhodes Scholar Representative 2000

### SKILLS & TOOLS

#### User Experience (UX)

Contextual User Interviews, Ethnographic Study, Affinity Mapping, Journey Maps, User Personas, Scenarios & Storyboarding, Wireframes, Task Flows, Heuristic Analysis, Usability Tests, User Tests, usertesting.com

#### Interaction Design (IxD)

Paper prototyping, Hi-Fi Prototyping (Proto.io, Axure, InVision, Framer, Origami)

#### User Interface Design (UI)

Adobe Creative Suite (Illustrator, Photoshop, XD, Fireworks), Sketch App

#### Web Development

HTML, CSS, Bootstrap, Wordpress, JavaScript, jQuery, GitHub, Responsive

#### Analytics

Google Analytics, Flurry, Mixpanel, Fullstory

#### Digital Advertising

Facebook, Google AdWords, LinkedIn, AdRoll, interactive web banners

#### Video & Post

Final Cut Pro, Apple Motion, Adobe Premier & AfterEffects

#### Project Management

JIRA, Trello, RoboHead

#### Productivity

MS Office, Google Docs, Slack, Zeplin