



Product + Design + Creative Veteran

I recently left a great position in Chicago to move back to DFW to be closer to my mother who has a chronic illness. Looking to find my next great opportunity.

13 years experience in the digital product and creative realm; encompassing product management, design (user experience, UI, and IxD), online advertising and copywriting, branding, media production, startups, higher education, and entertainment. **I excel at communication and vision facilitation within product and creative teams**, guiding the collective mission around user-centered design and fostering a healthy, happy, productive culture. I have a highly empathetic nature mixed with market intuition.

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 - March 2018

Leader of a 10-person interdisciplinary team for a top SaaS marketing automation web platform. 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