



## 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 inspire cross-discipline collaboration focused on the honest needs of users.*

16 years (2,000+ projects) in the digital/interactive realm; encompassing product, UX & research, UI & IxD, online advertising, branding, copywriting, media production, SaaS, startups, higher education, and entertainment.

### FULL STACK DIGITAL CREATIVE

Interactive Media	16 years	Branding & Copywriting	6 years
UX & User Research	7 years	Digital Advertising	3 years
Product Development	7 years	UI Design & IxD	13 years

### CURRENT FOCUS - Freelance UX Design, Prototyping, & Research 2005 - Present

Over 16 years experience in the digital product and interactive media space - with current consultation for experience design (UX), user research, prototyping, talent management, and product development for software, web, and mobile products.

#### Associate Design Director, UX *Rightpoint* April 2019 - Oct 2019, Plano

Sole UX director for our Dallas office, leading app and web design for Fortune 1000 accounts  
Cross-discipline collaboration, client relations, user research, rapid prototyping & user testing

#### Senior Product UX Designer *Infogroup* Aug 2018 - March 2019, Fort Worth (remote)

Design leader in a 30-person product-dev unit for 4 SaaS marketing and sales web platforms  
Architecting product experience flows, conceiving UI & IxD, user research, and design proselytization

#### Senior Product Manager (Automations) *ActiveCampaign* April 2017 - March 2018, Chicago

Leader of two 10-person interdisciplinary teams for a top SaaS marketing automation platform  
Product management married with user-centered design, customer research, and design thinking

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

Full stack UX (Research, Strategy, Design, Prototyping) for a 2-sided hourly labor marketplace  
Full spectrum, research based UX design for 2 iOS and 2 Android mobile apps + 2 desktop web apps

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

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* Jan 2011 - June 2013, Dallas

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* May 2006 - Dec 2012, Dallas

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

### 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](http://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

#### Product Management

Roadmapping, Agile Sprint Planning, Marketplace Analysis, Product Strategy

#### Web Development

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

#### 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

### 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)

### HONORS

MarCom Platinum 2014, video 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