



PROFILE/OVERVIEW

I am a high-level User Experience Strategist and Designer, with a broad background in UX Research, UX Design, Digital Strategy, and Technology. I have a passion for creating engaging end-to-end user experiences and am usually described as a creative problem-solver. My work is all about using cutting-edge technologies and trends to translate customer insights and project requirements into a visual representation of how a digital product should work from the user's perspective. I have been responsible for managing large teams and overseeing multiple projects to deliver compelling solutions that are on time, within budget, and have high-quality results.

WORK EXPERIENCE

DISCIPLINE LEAD/MANAGER FOR UX AND DESIGN

RBA Consulting 2017 to Present :: Wayzata, MN

As the Discipline Lead for RBA's Experience Design (XD) Team, I own and drive the XD activities around Design Research, Experience Strategy, Interaction Design, and Visual Design. I use these skills to help our clients to better understand, define and engage with their audiences through various digital channels. In this position, I nurture and grow the XD team, advocate for the end user, and help RBA articulate XD and UX/UI services internally to our teams and externally to our clients and customers.

SENIOR USER EXPERIENCE ARCHITECT / STRATEGIST

RBA Consulting 2014 to 2017 :: Wayzata, MN

As a User Experience Architect I help clients to better understand, define and engage with their audiences through various digital channels. Using all four pillars of RBA's UX practice (evaluation, research, strategy, and interaction design), I am a relentless advocate for the end user. I strive to balance business goals, priorities, and constraints, the latest industry trends and practices, and relevant technical considerations.

DIRECTOR OF USER EXPERIENCE / DIGITAL STRATEGY

MSP Communications 2013 to 2014 :: Minneapolis, MN

Developed processes to integrate UX/UI into MSP-C's content creation systems. Served on the senior strategic team to develop content methodologies that optimized digital platforms and capabilities. Participated in client discovery and brand strategy development presentations. Created wireframes, IA, mobile-first and responsive design initiatives for client and proprietary web projects. Managed and produced new web site designs, site redesigns and e-mail templates. Served as knowledge leader for web and UX for MSP and for clients.

SENIOR USER EXPERIENCE ANALYST / WEB DESIGNER

Capella University 2012 to 2013 :: Minneapolis, MN

Part of the team responsible for the strategic development, production, design and analysis of Capella University's online experience. Worked on establishing the strategic experience direction for the university's internal and external users. Partnered with key functional groups to deliver UX visuals in alignment with the business and user experience goals of new web pages, mobile experiences, and applications.

DIRECTOR OF USER EXPERIENCE / INTERACTIVE STRATEGY

Hanley Wood Marketing 2009 to 2011 :: Minneapolis, MN

Provided leadership in developing and executing online interactive marketing solutions for a diverse roster of corporate clients. Served as an in-house expert on new interactive developments, leveraging technology as part of an integrated marketing platform. Developed user interface design specifications that were used as a blueprint for interactive development. Subject matter expert for online corporate guideline updates and enhancements. Social media expert. Acted as interactive mentor and advisor to all creative team members.

**WORK EXPERIENCE,
CONTINUED**

INTERACTIVE DIRECTOR
Go East Design

2007 to 2009 :: Oakdale, MN

Involved in interactive strategy, new business development, marketing strategy, creative concepting and programming, and information architecture for a regional brand and design firm. Managed large web sites and projects for a diverse group of multi-national corporate clients. Actively pursued new concepts in mobile marketing and hand-held technologies. Other initiatives included educating a team of traditional print designers in the intricacies of web site design, mobile UI, and interactive projects.

SENIOR WEB DESIGNER, CREATIVE LEAD
Thomson / West (FINDLAW)

2004 to 2006 :: Eagan, MN

Graphic and web site design, programming and project management for an international legal content provider. Projects include leading a diverse team of junior web designers developing custom web sites for national and international law firms subscribing to FindLaw legal services. Involved in logo and corporate identity development, knowledge management and content management solutions, and web site portal development. Involved in hiring and management of team members.

MULTIMEDIA EXECUTRIX
Fallon McElligott

1994 to 2002 :: Minneapolis, MN

Helped build Fallon's Interactive Department from 2 people to 30-plus. Was responsible for all interactive projects for one of the top advertising agencies in the world. Established interactive project guidelines for Account Executives and Design personnel. Managed and produced award-winning multimedia projects on time and within budget. Involved in interactive company startup "Revolv". Continued to produce, design, and develop a variety of freelance projects for Fallon after leaving the firm in 1998.

PRINCIPAL, DESIGNER, MANAGER
Bossenova

1988 to 2015 :: Hammond, WI & Minneapolis, MN

Multimedia design, production services and management, web development, programming, graphic design, and project management for a variety of companies. I have been involved in numerous creative and interactive projects including web site design and implementation, multimedia production, presentation materials, mobile and web experiences, etc. Recent projects include an annual book publication, a mobile app, Facebook and social media strategies, a national brand identity initiative, and literally hundreds of web projects.

**AWARDS &
SPEAKING
ENGAGEMENTS**

AWARDS AND RECOGNITION

One Show Interactive :: Gold, Silver, Bronze Pencils

Graphis Design :: Interactive Annual

Communication Arts :: Interactive Design Annual (Competition Judge in 2002)

American Center for Design Web 100

How Magazine :: Judged the 2006 Interactive Competition

Hanley Wood Red Point Award: "FAST" winner 2010

RECENT SPEAKING ENGAGEMENTS

World Information Architecture Day: February 2017

Optum Product Summit: September 2016

TC UX Meetup: May 2015 – Ongoing Quarterly

U of MN School of Journalism: July 2015

Denver Digital Summit: April 2015

EDUCATION

APPLIED DESIGN / FRENCH

BA / BS :: University of Minnesota, Minneapolis, MN