

Creative Lead on interactive experiences for fun clients. Currently focusing on digital products in entertainment and education. I've collaborated with talented folks at: ViacomCBS, Mastercard, Apple, Warner Music Group, Atlantic Records, Scholastic and Best Buy. I also mentor UX Designers at Springboard.

EXPERIENCE

- SEP '22 – PRESENT Sr UX Product Designer at CreateMe** | NYC, NY (remote)
Redefining how clothes and accessories get designed, manufactured, and customized in the 21st Century.
- Lead UX design of customization app for tablet and mobile
 - Team Collaboration: product owners and engineers
 - Research and Collaboration in Miro
 - Wireframes, Prototypes, High Fidelity Design, Design System in Figma
 - Concept development for client pitches
- SEP '21 – JULY '22 Lead Experience Designer at Best Buy** | Richfield, MN (remote)
Streamlining over a dozen aging Employee tools to better serve Best Buy Customers and increase efficiencies without sacrificing customer service.
- Conduct Discovery Research, Define Problem Space and MVP deliverables
 - Team Collaboration: product owners, engineers, research & content designers
 - Contribute scalable components to proprietary BRIX Design System
 - Wireframes, Prototypes, High Fidelity Designs with Figma
- MAR '21 – AUG '21 Lead Product Designer at HireRight** | Nashville, TN (remote)
Reimagining how companies can use background checks to keep people and businesses safe, secure, and responsible.
- Redefine, Redesign and Reimagine industry-leading flagship product, Screening Manager, into an accessible and robust SaaS
 - Lead cross-functional team collaboration: design, engineering, sales, SMEs, and implementation teams spanning industry verticals (Health, Transportation, Finance, Technology)
 - Oversee 80+ qualitative and generative User Interviews and Workshops
 - Collaborate with strategist to develop Service Design Blueprint
 - Wireframes, Stylescapes, Interactive Prototypes with Figma
- OCT '20 – JAN '21 Product Designer at Mastercard** | New York, NY (remote)
Design Digital Payment Experiences leveraging encryption and token technology, Click to Pay.
- Prototype Consumer Use Cases with InVision
 - Reinforce and Enhance existing proprietary Design System
 - Conduct usability tests with UserZoom
- OCT '20 – PRESENT UX Design Mentor at Springboard** | Part-time (remote)
Provide mentorship to UX Designers in the form of technical guidance, career advice, and industry insights.
- Weekly 1:1 meetings to review course work and work in progress
 - Set learning goals and provide accountability
 - Guide UX Designers to develop their personal capstone projects and online portfolios

SKILL SET

Current Tools

Design	Photoshop, Illustrator
Web	Figma, Sketch, InVision
Video	Premiere, After Effects
AI	Midjourney, ChatGPT
Teamwork	Miro

Additional Skills

- Character Design and Illustration
- Storyboards and Animation
- Video Editing and Motion GFX
- UX Design Mentorship

EDUCATION

1998 – 2002	Pratt Institute Brooklyn, NY
	Bachelor of Fine Arts Computer Animation & Interactive Design

EXPERIENCE (CONT.)

- JAN '18 – SEP '20** **Sr. UX Designer at CBS Corporation** | New York, NY
Lead UX initiatives for CBS digital properties.
- Establish and Implement UX Design Processes
 - Execute Visual Design and Asset Delivery using Sketch
 - Art Direction and Brand Continuity
 - Oversee Product Development and Design Spec
- Creative Lead on CBS Stagehand Service Portal:
- End-to-End UX: ideation, wireframes, visual design, motion graphics
 - Increased engagement from 8k to 22k desktop users
 - Discovered a new audience of 700 mobile users
 - 38% increase in self-resolution of tickets
 - Reduced strain on Agent resources: (-420 less calls, -534 less emails)
 - Increased quality of Agent assisted resolutions
- PRODUCTS:
CBS Corp website, Stagehand Service Portal
- MAY '15 – JAN '18** **Sr. UX UI Designer at Houghton Mifflin Harcourt** | New York, NY
Drive UX and UI design initiatives for HMH educational products.
- Wireframes, Rapid Prototyping with InVision and Axure
 - Style Sheets and User Interface Design with Sketch
 - Brand Continuity and Logo Design
- PRODUCTS:
HMH Teacher Central, HMH Student Central, HMH Tech Central
- DEC '12 – MAY '15** **Sr. UX UI Designer at Scholastic Inc.** | New York, NY
Develop UX and Design UI for existing educational products and streamlining conversion to Mobile Apps and Tablet devices.
- Ideation, Wireframe, Rapid Prototyping, Visual Design
 - Brand Continuity and Logo Design
- PRODUCTS:
Read180 NG, System 44, Reading Counts!, rSkills, Reading Inventory, Phonics Inventory, Math Inventory
- JAN '06 – DEC '12** **Creative Lead & Senior Designer at Warner Music Group** | New York, NY
Creative Lead on 100+ online projects for Warner Music Group and subsidiary labels
- Manage multi-disciplinary team of designers and engineers to deliver websites, online games, digital marketing, storefronts, mobile sites
 - Conceptualized and executed original series of Animated E-Cards
 - Information Architecture, Wireframes, and Final Design
- CLIENTS:
Atlantic Records, Bad Boy, Rhino Records, Nonesuch, EastWest Rock, Fueled By Ramen, Asylum Records

ADDITIONAL MEDIA

- 2021** **Apple One**
Website and Motion GFX for Apple subscription service, Apple One
Project link upon request
- 2018** **CBS Stagehand Promo**
App Trailer for latest release.
<https://tinyurl.com/viacbs>
- 2008** **"I Came Up" Title Sequence**
Logo and Titles for web series.
<https://tinyurl.com/icameup>
- 2007** **Cadence TV Promo**
Animated TV spot for hip-hop recording artist, Cadence. Aired on MTV, MTV2
<https://tinyurl.com/admtv2>
- 2005** **"Knightshadow" Intro Sequence**
Character Design and Lead Animator.
<https://tinyurl.com/knightshd>