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## Hard Skills

Product Design  
User Research  
Design Strategy  
Concepting  
UX Design  
UI Design  
Prototyping  
Design Systems  
Design Specs  
HTML Markup  
CSS Styling  
Progress Measures  
Usability Testing  
Success Measurement  
Design Operations

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## Soft Skills

Design Leadership  
Culture Building  
Storytelling  
Presentation  
Building Coalitions  
Collaboration  
Stakeholder Relations  
Process Documentation  
Time Management  
Design Evangelism  
Innovation  
Team Building  
Coaching  
Mentoring  
Conflict Resolution  
Design Thinking  
Design Discovery  
Workshopping  
Timeline Estimation  
User Empathy  
Business Empathy

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An experienced design leader, people manager, and individual contributor skilled in the ways of UX discovery and UI craft

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## Work History

### Principal Product Designer, Lithia & Driveway, 2021 – Present

As a design leader and principal-level individual contributor, I established the design vision for numerous verticals, collaborating with peers to shape strategy based on pragmatic user research. I routinely distilled complex problems into intuitive experiences and crafted beautiful systems-based interfaces, which led to improved conversion rates, brand loyalty, repeat transactions, and operational efficiency. Initially hired as Product Design Manager, my role expanded to lead our Principal Design team within Driveway and Lithia Motors. As a servant leader and force multiplier, I mentored teams, introduced skill development programs, leveled up design operations, and fostered an environment of empathy and excellence. I led and conducted user research, established foundational UX artifacts, launched numerous products, and iterated on features based on user insights for everything from car-buying and selling experiences to internal tools like AI and Reporting.

### Product Design Manager, Transamerica, 2018 – 2021

As Lead Product Designer, then Design Manager, I collaborated within agile pods to create user-friendly software solutions for retirement plan participants. I leveraged generative research to collaboratively define product and design vision and bring numerous MVPs to market. I delivered iterative product improvements based on observable user needs and pain points. I designed and tested user interfaces that significantly increased adoption rates of participant tools enhancing overall user satisfaction. I streamlined core transactions reducing call center volume by implementing intuitive workflows and consolidating redundant applications which led to significant improvements in operational efficiency.

### Director of User Experience, PR Newswire / Cision, 2010 – 2018

In this leadership role, I built and nurtured UX and Front End Engineering teams to address complex design challenges for PR and Marketing professionals. I implemented processes that improved business outcomes across desktop and mobile platforms driving team efficiency and collaboration. I stood up a design system, a user research practice, and led comprehensive discovery efforts which informed design and business decisions ensuring products met the needs of end-users. I achieved measurable results including increased customer acquisition and user satisfaction contributing to a public offering valued at \$2.4 billion and two successful acquisitions totaling \$840 million.

### Art Director, Rabble+Rouser, 2008 – 2010

As Lead Designer and Art Director, I created award-winning solutions for high-profile clients. I designed and launched iPhone and iPad apps, websites, advertising campaigns, printed materials including books, as well as online and environmental advertising which consistently met client objectives under tight deadlines. I collaborated with multi-functional teams to develop engaging interactive solutions leading to high client satisfaction and repeat business. Key achievements include the Communication Arts Interactive Design Award, regular features in the Apple App Store for iPhone and iPad apps, and NYT Bestseller list.