

Product Design is my passion. I thoroughly enjoy building relationships with customers, considering market trends, and applying the latest design patterns (and creating some new ones) to solve complex problems that help people do their jobs or experience the internet in a more efficient and delightful way.

Experience

Senior Product Designer Genesys

2016 - Present

At Genesys I lead the design of analytics features in PureCloud, our fastest growing product. I work with product management and engineering to make PureCloud a simple, rich platform for companies to track and improve relationships with their customers.

- Lead customer feedback sessions and develop customer relationships
- Design interfaces for new or existing features, then collaborate with UX, Product Management, and Development to see my designs through to implementation
- Conduct usability testing on new and existing features
- Explore new ways to solve existing problems, even if they never make it into the product
- Paid training in visual design (rounding out my skillset)

User Experience Designer Centerline Digital

2013 - 2016

At Centerline I lead the UX design portion of multiple projects, big and small. I spent two years as the lead UX designer for one of the biggest projects Centerline had at the time. I traveled the nation conducting research and collaborating with the client by leading hands-on brainstorming sessions.

- Lead client brainstorming sessions to inform strategy for Information Architecture and Wireframe designs of large-scale e-commerce websites

- Built wireframes to define the form and function of websites, client-specific internal and external tools for clients such as National Instruments, IBM, and GE
- Wrote a series of articles on prominent user experience topics

iOS Developer and Usability Specialist

2011 - 2013

Two Toasters (start-up acquired by [Ticketmaster](#))

At Two Toasters I was primarily an iOS developer working under the mentorship of some of the best programmers I've ever met. Although being a start-up, of course I wore two hats. I was also our lead usability expert, designing and executing studies to validate and improve the apps we built all throughout the design and development process.

- Lead usability studies on all large-scale apps
- Developed a full Lean UX strategy for the company
- Coded important portions of client apps for clients such as Zumba Fitness and Birchbox

Front-end Developer

2010 - 2011

Capstrat (acquired by [Ketchum](#))

Education

Bachelor of Science in Information Science

2006 - 2010

University of North Carolina at Chapel Hill

Skills & Proficiencies

Design

- Adobe Illustrator **EXPERT**
- Adobe Photoshop **EXPERT**
- InVision **EXPERT**
- Omnigraffle **EXPERT**

Development

- Python
- HTML/CSS **EXPERT**
- Javascript **EXPERT**
- Java
- Git

General

- Microsoft Suite **EXPERT**
- Pages **EXPERT**
- Keynote **EXPERT**