

## eBay Marketplaces

San Jose, CA

Sep 2014 - present

### Senior Designer, Local and Selling

Lead the end-to-end design of eBay's *Sell Your Item*, which allows customers to easily sell and manage their items in the eBay Marketplace. Work directly with cross-functional teams, product managers and executive team members to redesign the selling experience. Create prototypes and presentations to partners at different levels of the company to gain buy-in and sign-off on design executions. Managed team of designers to deliver eBay's omni-channel local commerce capabilities such as *eBay Now* delivery service and *Find a store* interface.

## eBay Mobile

San Jose, CA

May 2013 - Sep 2014

### Senior Designer, Vertical Apps

Redesigned eBay Motors app for iOS (version 3.0), which included added support for iPad & UI updates for iOS 7. Lead Designer for eBay Fashion app for iOS (version 3.1), which featured a new redesigned interface and a focus on Fashion Sales. Lead Designer for eBay Plaza for iPhone, a coupon-based shopping app for eBay customers in Spain. Design for next-generation shopping experiences including Image Search and Recognition, Virtual Reality/VR, and shopping on Apple TV.

## eBay Verticals Group

San Jose, CA

Aug 2010 - May 2013

### Lead Designer, eBay Motors

Managed design for product, brand, and marketing communications for eBay Motors. Develop UX solutions to improve shopping within eBay's Vehicles, Parts & Accessories category. Designed end-to-end user flows for proposal to business partners, cross-functional partners, and executive level partners. Led innovation workshops for eBay global product with cross-functional teams. Lead Designer for *eBay Garage* product, a parts-finding service and social experience for car & motorcycle enthusiasts. Contributed to the eBay 2.0 user interface system redesign in 2012.

## RPA Advertising

Santa Monica, CA

Jan 2002 - Jul 2010

### User Experience Manager

Led and mentored 5-person team of User Experience Architects. Established standards for process, practice and documentation for interactive projects. Developed strategic UX solutions. Created wireframes and UX documentation for proposal to cross-functional agency partners and clients. Redesigned the Honda Automobiles Site, significantly improving the usability of the shopping experience. Designed web sites, applications and marketing campaigns for numerous clients including Pentax, BP, AM/PM, & Pioneer Electronics.

## Freelance

Los Angeles, CA

Aug 2006 - Dec 2008

### UX Designer

Visual & user interface design, Information Architecture and general User Experience consultation for various agencies. Clients included AltiusPAR, March of Dimes, ESPN, Sinatra.com, and Turbine, Inc.

## Red Eye Digital Media

San Francisco, CA

Sep 1999 - Aug 2001

### Junior Designer

Created user interfaces, web page layouts and animated banner ads. Helped establish the information architecture team, integrating IA methodology into the design process. Created and developed standards for deliverables such as wireframes, conceptual models, user flow diagrams, and specifications.