

USER EXPERIENCE, DIGITAL PRODUCT DESIGN AND TEAM-FIRST LEADER

who takes initiative with more than 10 years of experience delivering creative, user-centric and enterprise solutions from vision to market. Most recently built and led the first in-house, global user experience and multi-disciplinary team while navigating the digital transformation of a traditional B2B2C manufacturing company.

Proactive leader with an affinity for the brand, who has built trust and credibility to enable the rise, partnership and design-forward thinking approach throughout organizations. Strong ability to be detailed yet nimble and adapt to deliver on time while keeping a team energized and focused to accomplish the mission of the organization and meet customer needs with user-friendly end-to-end solutions.

/ WORK EXPERIENCE

LIFE FITNESS BRANDS: FITNESS EQUIPMENT MANUFACTURER

SENIOR MANAGER, USER EXPERIENCE DESIGN

GLOBAL DIGITAL PRODUCT

DEC. 2017 - CURRENT

- Led, recruited, and grew global UX/UI team, fostering talent development and team collaboration
 - Grew staff from contract and 1 full-time designer in Singapore to full-time design staff of 6 in 1.5 years
- Interpreted and translated product requirements, ambiguous definition and partnership integration needs to develop concept diagrams, user scenarios, task flows and ultimately drove innovative product development and design
 - Within 3 months, the team successfully designed and supported research for advertising and on-demand programming pilots while meeting the demands of core business needs
- Directed design strategy of industry first B2B2C SaaS platform, launched in 6 countries and 5 languages elevating connected gym and personal training experiences
- Managed multiple international third parties and led UX strategy to facilitate seamless partner integrations across the digital portfolio
- Developed and managed first in-house user research program using methodologies like user interviews, usability task analysis, card sorting, A/B testing and additional methods to drive user-centered design solutions in support of growing digital product demand (over 30 research studies conducted in 2018)
- Initiated, planned and facilitated cross-functional design thinking workshops, generating shared vision across stakeholders, sales, marketing, external partners, engineering and other disciplines
 - Utilizing workshop outcomes, established strategy for DVG Labs to strategize, kickoff product design, user research and prototype development
- Directed and established UX standards, UI infrastructure to drive consistent UI language, international and translation best practices guide and research protocols
- Guided team to establish UX/UI competitive analysis, industry trends reporting and lateral benchmarks, including process and criteria development
- Evangelist for cross-functional collaboration leading to design partnership with software development, QA, industrial design, biomechanics and product management
- Fostered internal team camaraderie through design challenges, hackathons, monthly innovation sessions and other skill development programs to support talent growth

/ AREAS OF EXPERTISE

- Team Management
- User Experience Strategy
- Design Thinking
- User Research
- Cross-Functional Workshop Facilitation
- Brand Strategy and Development
- Product Development and Evolution
- Coaching Talent
- Integrated Systems
- Agile Development
- Visual Design
- Integrated Marketing
- Project Management
- Process Development and Implementation
- Collaboration and Relationship-Building

/ DIGITAL PRODUCT OVERVIEW

- Connectivity rate of 70% across 137 countries
- 11.2M monthly connected cardio workouts
- Supporting 22 languages
- Primary connectivity markets: US, UK, China, Australia, Canada, Mexico, Germany, Japan, Russia, Brazil, Spain, Netherlands

MANAGER, USER EXPERIENCE DESIGN

GLOBAL DIGITAL PRODUCT

SEPT. 2016 - DEC. 2017

- Built first in-house UX/UI design team from the ground up: including staff, software, tools, design processes and lab space
- Developed frameworks to establish consistent UX/UI delivery, reducing design complexity across the interconnected portfolio of web, cardio console interfaces, mobile and API platforms
- Redesigned and scaled gym owner/operator website (cloud-based IoT platform) from supporting 1 product to entire cardio portfolio for 16,000 connected gyms
- Scaled Android cardio displays from 1 to 5, creating a portfolio of multi-brand core business experiences and 2 custom experiences for key customers

BRAND INTEGRATION STRATEGIST

GLOBAL CREATIVE SERVICES

APRIL 2016 - SEPT. 2016

- Led and established global brand strategies for Life Fitness and Hammer Strength
- Developed and implemented comprehensive brand positioning, pillars, guidelines, resources, workshops and training to ensure global brand consistency
- Extended influence beyond creative services to lead the UI redesign for the Discover SE3 console display (the first patented interface design for Life Fitness)
- Managed UX/UI contractors for software design

GRAPHIC DESIGNER

GLOBAL CREATIVE SERVICES

JUNE 2013 - APRIL 2016

- Lead global designer for Life Fitness and Hammer Strength brands
- Initiated and drove user experience/brand continuity across the launch of a series of websites including site architecture and visual direction, complementing the understanding of technical features and limitations
- Creative design lead, directed photo and coordinated video shoots in supporting the marketing launch of 18 new products in 11 languages in 2 years

PROJECT & CLIENT MANAGER

DOEJO: UX STRATEGY, WEB/APP DEVELOPMENT

OCT. 2012 - JUNE. 2013

- Managed and provided art direction to IA/UX and visual design while writing user stories to direct web/iOS development teams
- Hosted discovery sessions with clients to empathize with needs, understand business goals and strategize deliverables within scope and budget
- Improved project processes, including estimation and proposals by initiating the postmortem process

CREATIVE SERVICES MANAGER

CHICAGO WOLVES: AHL HOCKEY TEAM

JUNE 2008 - OCT. 2012

- Promoted from graphic designer to manage an in-house team of 4, eliminating all outsourcing
- Directed creative, photoshoots and 1,400+ projects per season with integrated marketing campaigns across digital, print, in-arena and broadcast
- Analyzed ChicagoWolves.com to increase sales and SEO positioning using content curation and back-end metadata
- Launched and curated integrated fan engagement for social and digital media

/ PATENT AWARD

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Exercise Equipment Display Screen with Graphical User Interface
March 2018

/ EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Marietta College, Ohio
Aug. 2004 - May 2008
Summa Cum Laude

/ CONTINUED EDUCATION

- Top 100 Life Fitness Leaders Summit
- Brunswick Design Thinking Facilitator Level II Certification
- Brunswick Design Summit
- Attendee: Chicago Ideas Week, Technori Pitch, AIGA, HOW Design Conferences

/ EXTRA CURRICULAR

- Brunswick Women's Leadership Council
- UX Executive Laneway
- Be Your Best Employee Wellness Ambassador
- Life Fitness Swim Coach and Group Fitness Lead
- CPR/AED/First Aid Certified
- Life Fitness Volunteer Lead, Advocate and Coordinator

/ GUEST SPEAKER

- Robert Morris University
- Miami University of Ohio
- George Mason University
- Create. Innovate. Repeat.