

FOUNDER, EXECUTIVE CREATIVE DIRECTOR | TINY ELEPHANT**JUN 2008 - PRESENT**

Founded as a tiny operation that delivers huge results for clients looking to get the most out of their brand and their product experiences. Services include mobile app UX/UI design, creative direction, brand/identity strategy & design, web and marketing creative, and video production.

SENIOR DIRECTOR, CREATIVE & UX | ARCCOS GOLF**JAN 2020 - APR 2024**

I got to lead a team that was responsible for the full spectrum of design and brand strategy at the company. Whether it was digital product UX, physical products, packaging, or campaign creative, we helped create a thread of consistency for all that interacted with our brand.

PRINCIPAL DESIGNER | CVS**OCT 2018 - JAN 2020**

Working at CVS Digital means you have a responsibility to use design to help improve people's experiences along their journey to better health. My team and I drove the research and product design for customer health profiles and pharmacy management in the app and on the website.

CREATIVE DIRECTOR, STRATEGY & DESIGN | INSIGHT**OCT 2015 - SEP 2018**

Insight acquired BlueMetal, and before pivoting to the in-house product and marketing world, I led a team of rockstar art directors, UX/UI designers, and digital strategists designing world class digital product experiences for clients utilizing emerging tech like IoT, AR/VR, and AI.

ASSOCIATE CREATIVE DIRECTOR | BLUEMETAL**MAY 2015 - OCT 2015**

Owning client delivery and creatively overseeing a large portfolio of projects was only part of the work I got to take on at BlueMetal. Days were typically spent facilitating user research, hosting design workshops, mentoring designers, and helping shape the overall design process.

SENIOR UX DESIGNER | BLUEMETAL**SEP 2014 - MAY 2015**

After merging with Jornata, I joined a great design team and immediately starting leading design workshops and focus groups to better understand what our clients needed. I produced work like personas, journey maps, & user flows to help me design impactful user experiences.

DESIGN & UX CONSULTANT | JORNATA**NOV 2011 - SEP 2014**

I wore a lot of hats at this company, and helped expand our capabilities which started winning us bids for more emerging technology work. I started out mostly executing on user research, persona definition, IA/UX/IX/UI design, and usability testing. Before long I was managing client delivery, pitching new concepts, and producing marketing creative to help elevate the brand.

EDUCATION

BA, GRAPHIC DESIGN

UCONN / WESTFIELD STATE

SKILLS

- Design Strategy & Leadership
- UX Research / User Testing
- Content Strategy / IA
- Wireframing / Prototyping / IX
- Visual (UI) Design / Branding
- Creative / Art Direction
- Photography / Videography
- HTML / CSS

TOOLS

- Figma / Sketch / Adobe CC
- Invision
- Zeplin
- Survey Monkey
- UserTesting.com
- JIRA / ClickUp

HONORS & AWARDSGLOBAL MICROSOFT AI POTY
2018, INSIGHTINSIGHT EVOLVE AWARD
2018, INSIGHTGLOBAL MICROSOFT APP POTY
2017, INSIGHTGLOBAL MICROSOFT IOT POTY
2016, BLUEMETAL / INSIGHTISPI EXCELLENCE AWARD
2014, BLUEMETALCIRCLE OF EXCELLENCE
2013, JORNATA