
Approach

I manage and grow teams that help businesses shape and realize their goals on the web and provide better experiences for their customers. I teach designers how to translate clients' business objectives into user experience strategies and render those strategies as systems of content and interaction design. I untangle complex processes and legacy systems to ensure that those systems are robust and supported by stakeholders. With my background in graphic design and HTML/CSS, I oversee the execution of user experience strategies through website development and launch.

UX & IA

Director of User Experience

BORN Group 2015–

Lead team of six UX designers. Responsibilities include client relations, business development, project management, and resourcing for up to 15 simultaneous projects. Clients included Design Within Reach, Herman Miller, Melissa & Doug, Brixton, Huf, DVF, and the NFL.

- I provide leadership and mentoring for a team of six UX designers, guiding them through research activities, client presentations, and strategic thinking for IA and IxD.
- Accountable for all agency UX, I provide quality control for deliverables and maintain a grasp of the strategy, business goals, IxD paradigms, and IA for all projects throughout the development lifecycle.
- Created road map for the growth of the UX practice within the agency, with initiatives to increase research and strategy capabilities and support platform accelerators.

User Experience Lead

Big Spaceship 2014–15

Led user experience design engagements for IFC Films and Fred Segal. Consulted for clients including Google, YouTube, and BMW.

- For the redesign of IFC Films' website, I delivered a high-impact interaction design based on analytics and stakeholder collaboration under an accelerated discovery and design timeline. I learned how film trailers were the studio's most effective form of marketing and structured the IA to increase access to film trailers throughout the site. Based on card sorting exercises with stakeholders, I designed their new film template – the site's most trafficked page – to prioritize a long wish list of new features. I introduced Collections content as a strategy to maximize social media value and provide new avenues into their film library.
- For Fred Segal's first e-commerce site (on the Magento platform), I translated their brand heritage into an e-commerce and editorial strategy that included a road map for their UX and IA aligned with their staffing and merchandising timelines.

User Experience Lead

Behavior 2012–14

Led user experience design engagements for clients including the University of Michigan and Cablevision.

- For the University of Michigan's Ross School of Business, I developed an IA and modular design system that allowed faculty, students, alumni, and leadership to pursue their own strategies while supporting the school's branding goals.
- For the Royce Funds, a pioneering firm of financial advisors, I enabled the firm to tell their story through their history, results, and portfolio managers' insights on the market. I simplified the site's navigation and redesigned the site around people, products, and thinking that differentiated the firm from their peers. The centerpiece of their new award-winning site is their mutual fund template, designed to serve customers' needs and achieve business goals while complying with FINRA requirements.

Senior Information Architect

Navigation Arts 2010–12

For the redesign of Travel.State.Gov, I conducted usability testing, audited content, and interviewed stakeholders to overhaul the UX and IA for the site's U.S. Visas section.

- Based on usability testing feedback, I developed an IA around foreign nationals' purposes for entering the United States. For the site's interaction design, I devised a system of icons for visa codes (e.g. H-1B) to assist the site's frequent users, restructured information on immigration around a process-based infographic, and developed interactive features including a visa wizard.

User Experience Designer

CQ Roll Call 2009–10

In-house UX designer for consumer media products, white-label apps, and internal content management tools.

- User experience lead for Congress.org, a grassroots advocacy website based on the Capwiz advocacy application launched in September 2009.

Design & Development

Internet Systems Specialist

U.S. House of Representatives 2005–09

Designer and front-end developer for in-house design, development, and support team. I designed and hand-coded over 20 websites for committees, representatives, and caucuses.

- Lead designer for House.gov in 2006–07.
- In 2007, my analysis of the performance of the House's public-facing search engine directly contributed to funding and implementation of a Google Enterprise Search across all House websites. This increased valuable first results from the top 100 queries from 2% to 100% and relevant results from 15% to 100%. The 15-month process was featured in DIY UX at An Event Apart and *.net* magazine.
- In May 2008, I was part of a Congressional delegation to Port-au-Prince where I advised Haitian parliament staff on content governance and provided technical support.

Managing Director

Spazowham Design Group 2002–05

Standards-compliant and Section 508-compliant code and design for clients that included the Claire Trevor School of the Arts at the University of California, Irvine.

- Managed client relations for all projects and a 5-person team.
- Agency site featured as a best practice for accessible design in *Designing With Web Standards*.

Education

M.A. Communications, Culture & Technology

Georgetown University 2008–11

My thesis "The Form of the Web Browser and Its Social Effects" traced the roots of contemporary debates on the web's social effects in the design of browsers by Netscape and Microsoft in the "browser wars" of the mid-1990s.

B.A. Studio Art

University of California, Irvine 2000–04

For my thesis, an art book *The Minimalls of Downey, California*, I was a finalist in PenUSA's Rosenthal Fellowship Emerging Voices program in 2004 and published in the Institute for Cultural Inquiry's anthology *Searching for Sebald* in 2007. Other honors: Undergraduate Studio Residency, 2003. ArtsBridge America scholar, 2002–03; taught elementary school art classes.