

Seasoned design leader with 15+ years of experience creating innovative experiences for global audiences and leading strong teams to bring them to life.

## SKILLS

- Website/App redesigns and digital transformations.
- Design thinking (user goals, journeys, prototypes, testing).
- Scoping/Managing multiple projects from plan to launch.
- Working with C-Level executives to drive change.
- Spearheading design processes that drive innovation.
- Growing, leading, and coaching high-achieving teams.

## EXPERIENCE

### Shatterproof

2020 – Now

#### *Vice President, Digital Marketing*

- Redesigned Shatterproof.org & TreatmentATLAS.org to reach millions with lifesaving resources.
- Responsible for all digital channels (web, email, social). Raised \$4M+ to support Shatterproof work.

### AARP

2017 – 2020

#### *Member Experience Consultant*

- Oversaw a cross-functional team of 50+ to unify digital experiences used by millions of customers.
- Partnered with stakeholders throughout the organization to align on digital transformation priorities.

### Holocaust Museum

2015 – 2017

#### *Associate Director*

- Built digital products to expand and diversify Museum's audience, increasing engagement 40%.

### Choice Hotels

2012 - 2014

#### *Senior Manager, UX Team*

- Oversaw all web and mobile products (\$1B revenue/year).
- Managed researchers, interaction & visual designers, UI coders, and PMs. Grew team from 2 to 8.

### Apollo Group

2010 - 2012

#### *Senior Designer/Program Manager*

- Redesigned Phoenix.edu products to increase usability for hundreds of thousands of students.
- Facilitated C-level decision-making for projects over \$1M.

### Travel Channel

2008 - 2010

#### *Senior Digital Program Manager*

- Oversaw all digital projects (30/year) including \$4.3M Travel Channel redesign (7 staff/3 vendors).

### National Geographic

2007 - 2008

#### *Digital Project Manager*

- Redesigned the National Geographic websites to improve content delivery and audience reach.
- Reimagined the Complete National Geographic, a digital copy of 120 years of magazines.

### Booz Allen Hamilton

2005 - 2007

#### *Digital Project Manager*

- Led digital transformation work at Smithsonian, Homeland Security, Treasury, and others.

### Hallmark Cards

2000 – 2003

#### *UX Designer*

- Designed online/offline products - membership, ecards, store locator - and led UX testing.

## EDUCATION

2005

**Georgetown University** | MBA, Marketing/Operations

2000

**Creighton University** | BSBA, Information Systems

## TOOLS & CERTIFICATIONS

- **Design/UX:** Adobe Photoshop, Visio, Axure, UserTesting.com, Optimal Workshop. Experience managing a UX lab.
- **CMS and Analytics Tools:** Adobe Experience Manager, WordPress, Drupal, Google Analytics, Adobe Analytics.
- **Certifications:** Project Management Professional (PMP) and graduate of the Travel Channel Video Academy.