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PROCESS

Design Leadership
Project Management
Design Thinking
Futures Thinking
Facilitation & Strategy
User-Centered Design Research
Hi & Lo Fidelity Prototyping
Concept Spints
User Task Flows and Wireframing
Usability Testing (Lab/Field)
Agile Software Development

TOOLS

Sketch
Adobe Creative Suite
Invision
Final Cut
After Effects

EXPERIENCE

McKinsey & Company (McKinsey Design) (2017-2021)

Experience Design Director

www.mckinsey.com/business-functions/mckinsey-design/our-insights

Led design teams to create digital products across a variety of sectors (airlines, oil & gas, aviation, banking, utilities, retail). Helped clients develop strategies to transform organizationally, digitally and culturally by advising on design operations, design thinking, research operations, and product delivery models. Established a Futures practice and internal group dedicated to advocating and employing Futures (Strategic Foresight and Speculative Design) thinking to help clients develop strategies for preparing for future challenges and opportunities.

GE Aviation Digital, San Ramon, CA (2013 - 2017)

Global Design Director

www.geaviation.com/digital

Led and directed global design team. Built and developed design organization and capabilities for aviation business, helped drive business/product/UX strategy for new applications and consultancy services to develop software for airline operations.

GE Global Research, San Ramon, CA (2012 - 2013)

Lead Interaction Designer

www.gesoftware.com

Conducted Design Research and facilitated workshops to obtain requirements for Industrial Internet applications. Produced concept designs, wireframes, and production-ready assets for development. Worked with various GE business such as Aviation, Energy, and Analytics Platforms.

Mindjet, San Francisco, CA (2012)

Senior Interaction Designer

www.mindjet.com

Responsible for all UX on Mindjet Tasks mobile app and Tasks features on all platforms (cloud, Windows desktop, iPhone, iPad). Worked closely with web team to optimize and redesign commerce sections of website. Conducted heuristic evaluations and participated in user research studies for product development.

Zoomsystems, San Francisco, CA (2007 - 2011)

Art Director (User Experience Design)

www.zoomsystems.com

Managed design and development of GUIs for branded ZoomShops (clients included Apple, Sony, Motorola, Best Buy, Rosetta Stone, Sephora). Created and developed visual designs of user interfaces, front-end support (HTML, CSS), Flash modules, video content, animations, and eCenter network support application. Responsible for maintaining ZoomSystems visual identity across brands, visual and interaction design standards, usability studies, field research, and designing and developing new features to enhance the customer experience.

EDUCATION

MFA Design - concentration in Interactivity

California College of the Arts, San Francisco, CA

BA Visual Arts - concentration in Graphic Design

University of Maryland Baltimore County, Baltimore, MD

ADDITIONAL EXPERIENCE AND REFERENCES AVAILABLE UPON REQUEST