

## HISTORY

### Feb 2014 - present - WebAssign – Senior UX Designer *(Education/Education Technology Sector – Online Software)*

Plan, design, mock up, and verify usability of new and changing application features and components. Own the Design Style Guide/UI guidelines for technology staff. I am actively involved in the entire interface development process, from identifying end-user needs/discovery/idea generation based on customer feedback and user testing to working with stakeholders to implementation. I work closely with programmers and product owners in order to complete tasks, and design mockups/wireframes/assets/icons etc. for new features for both desktop and mobile/responsive in an agile environment.

### Nov 2010 - Feb 2014 - Freelance Consultant - Business Analyst & UX Designer **Highlights:**

#### *Herrmann International – Web System Architect & Business Analyst (Education/HR/ Education Technology Sector – Online Software)*

Consulted with staff and clients on complicated business requirements, proposed a total redesign (technical and UI/UX) for internal and client-facing systems, authored a 50-page requirements document that detailed security levels, use cases, user personas, scenarios, etc. Assisted with the hiring of web/mobile developers who implemented the solution, evaluated proposals, made suggestions to executive team.

#### *DataNet (Finance/Contracts – Desktop and Online Software)*

Supervised a makeover for an enterprise software system on a .NET platform that manages complex contracts and agreements. Company has an international presence and many Fortune 100/500 clients. Nearly all system elements were updated and improved for easier navigation throughout the system as well as readability and general usability. Worked with executive team and programmers to implement the changes.

#### *Sphere, Inc. – Founder and Site Architect (Social/Ecommerce Sector – Web/Mobile)*

- Conceptualized, prototyped, designed, and wireframed the building of a new web/mobile architecture and advertising model
- Wrote the business plan and other materials including requirements documentation and wireframes (Visio and Photoshop)
- Managed programmers, investor pitches, and MBA-level staff as well as budgets and communications

### Nov 2002 - Nov 2010 - SAS - Design Specialist / Business Systems Analyst

#### *Business Systems Analyst & Designer (Legal, HR, Finance, Government, Compliance/Risk/Ethics and Contracts Sectors - Software)*

- Proposed, wireframed, designed, tested and launched user interfaces (UI/UX) for various web-based applications of a variety of scope and size across many disciplines such as legal, HR, finance, government, compliance/risk and contracts
- Worked with programmers and stakeholders on requirements documentation, implementation, quality testing & maintenance
- Managed the entire lifecycle of each project using waterfall and then agile methodologies which included bug fixes and user training

#### *Marketing & Design Specialist (Finance and Compliance Sectors)*

- Designed, constructed, and oversaw the internal web pages for Anti-Money Laundering and Credit Scoring solutions
- Managed marketing and other internal teams on creating various types of collateral for solution launches, communicated and coordinated with other groups to ensure various launch activities were being performed on time and within budget

### Apr 2000 - Aug 2002 - IBM PM & Print/Web Producer, IntelliStation brand *(Ecommerce Sector - Hardware)*

- Managed www.ibm.com/intellistation by working with ibm.com project managers and developers on technical and marketing content (flash product tours, video, copy, photography, messaging, technical specifications)
- Tracked tasks with product managers and geographies in order to ensure successful product launches, produced collateral by acting as creative team leader, assisted in marketing, messaging, and competitive analyses and research

## SKILLS

- Outstanding written and verbal communication skills; proven experience managing projects, teams, people, and budgets
- Extremely creative both in the traditional sense of the word as well as in my ability to solve complex problems and to organize
- Over fifteen years of experience with: Adobe Illustrator, Photoshop, Acrobat (Creative Suite) and Microsoft Office
- A working knowledge of HTML, CSS, JavaScript, PHP and Content Management Systems/editors such as FrontPage, Dreamweaver and WordPress
- Knowledge of SEO tactics and PPC campaigns, Google Analytics/AdWords, and social media marketing experience
- Extensive experience with user interface/experience (UI/UX) design standards and best practices including many wireframing and prototyping tools
- A working knowledge of more things: webcasting, wikis, streaming media, and other tools & applications including many project management and prototyping/wireframing tools such as Basecamp, Balsamiq, Axure, etc., familiar with web accessibility standards.

## EDUCATION

- Technology and Communication Graduate Certificate, School of Journalism and Mass Communication, UNC-Chapel Hill, May 2009
- BA Art / Graphic Design Concentration, Meredith College, May 1995

## AFFILIATIONS

- Member, Alpha Gamma Delta Philanthropic Fraternity Greater Raleigh Chapter
- Volunteer Ambassador & Moderator for Timothy Ferriss & his *4-Hour* bestselling book series